

MARINE

BUSINESS DEVELOPER FOOD (USA)

Currently looking for new work opportunities, I would like to offer you my application to your Business Developer vacating position.

My previous work experiences in Retail and Export enabled me to acquire skills combining Business & Product Development, Marketing and Communication.



WORK EXPERIENCES

Product Manager & Business Developer

SORIC (RÉUNION ISLAND, FRANCE), 2023-2024

- Sales development of the current range (Procter & Gamble products, Kellogg's...) for Mayotte & Réunion Island
- Portfolio development & New Business Partnerships (Bolton Group, Nutrimaine, Segafredo Zanetti, Lactinov)
- Product Launch and supply coordination
- Datas & Market analysis, Benchmarking
- Business presentation / meetings

Category Manager & Business Developer

MAYERS FINE FOOD (SYDNEY, AUSTRALIA), 2021-2023

- Development of cheese and sauces category
- Creation of the brand "French Pantry" (Concept development & strategy definition, products selection, launch coordination)
- Branded/PL product Launch (Castello Goat Cheese, Coles PL...)
- Coordination for tenders & retail range reviews
- Market analysis and Benchmarking
- Business follow-up & product development with Australian & French suppliers (Eurial, Laita, Fromagerie Milleret, Pepe Saya Butter Co...)
- Negotiations and costings
- Participation in Tradeshows (FoodService Australia)

Advertising Manager

INTERMARCHÉ (BRITTANY, FRANCE), 2018-2020

- In store communication, promotion campaigns implementation (Openings, anniversaries, commercial events, street marketing)
- Advertising spaces booking (Billboard, News paper advert, web, radiobroadcasting, SMS)
- Artwork creation follow-up for marketing materials and digital medias (Brochures, posters, goodies, web banners...)
- Operational support over regional and national campaigns ("My concentrate of regional flavors", "Wine Fair" event)
- Budgeting, accounting, negotiation

Product Manager Assistant

LAÏTA - PAYSAN BRETON (BRITTANY, FRANCE), 2017

- Product launching ("Stuffed crepes" in Belgium)
- Running promotional events (Candlemas, "Little chefs" campaign)
- Creating marketing-in-store materials (Kakemono, tasting stands, signs, banners...)
- New packaging development and updating

EDUCATION

Master in Marketing & Marketing Research

IAE NANTES-GRADUATE SCHOOL OF MANAGEMENT (FRANCE), 2015-2017
Qualitative & quantitative market research on consumer behaviour, marketing management

Bachelor in Economy and Business

UCO - UNIVERSITÉ CATHOLIQUE DE L'OUEST (FRANCE), 2012-2015
Management and human resources, communication and marketing methods, accounting, economics...

REFERENCES

Pierre Issa, Director & founder

Pepe Saya Butter Co.

+61 401 191 869

Pepe@pepesaya.com.au

Lyne Duong, Marketing Manager

The Cheese Cake Shop

+61 422 226 137

lyne.dng@gmail.com

SKILLS

- Product launch (Branded and Private Label product)
- Brand creation and packaging conception
- Copywriting (Product pitches, romance, commercial presentations...)
- Artworks creation follow-up to printing
- Running promotion campaigns, commercial events
- Advertising spaces purchasing and selling
- Good knowledges in communication medias (Brochures, flyers, marketing in store, web banners, radiobroadcasting, goodies...)
- Website and back-office management
- Budgeting, costings, negotiation

PERSONAL QUALITIES

- Team player
- Reliable
- Responsible
- Fast learner
- Strong work ethic
- Creative

LANGUAGES & OFFICE

- French : Native
- English : Level C1
- Office software: Microsoft office (Word, Powerpoint, Excel)
- Adobe (Lightroom, InDesign) : Beginner

INTEREST

- Travelling (Europe, Asia, Oceania...)
- Cooking, Photography
- Yoga and Hiking