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ROXANE VINCENT

Entrepreneurial, innovational & strategic: Created "Insights": an educational card game using Design Thinking methods, for my graduate thesis and now materializing this project to commercialize it.

Capable of driving a project from beginning to end as part of a team: Worked on a class sustainability project with NIKE. Each member's voice was strongly valued. We each had a specific role, all the while bringing it together as a group.

EXPERIENCE

- New York, USA
March 2018 - Present
- ESTEE LAUDER COMPANIES (Beauty) - Senior Presidential Associate**
- Participant of the 18-month rotation Senior Presidential Associate Program that consists of three 6-month rotations designed to uncover different parts of the business prior to placement
- First Rotation: By KILIAN and Frédéric Malle in Consumer Engagement (March - Aug 2018)
- . Built a category review of our competitors' product selection on their website to understand what aspect of fragrance they capitalize on the most, how they describe and display their products etc.
 - . Used the category review, in-store experiences and social media of our competitors to build a competitive analysis presentation and draw key learnings and opportunities for the KILIAN brand
 - . Worked alongside our PR agency to ensure seamless day-to-day communication and strategy implementation in regards to a new KILIAN launch
 - . Assisted in planning disruptive eventing opportunities in-store and developed ways to animate counters and boutiques around new launches
- New York, USA
Sept 2017 - Present
- ILLESTEVA (Eyewear) - Graphic Design & Copywriting**
- . Generated graphic and written content for both newsletters and social media
 - . Developed innovation marketing strategies to strengthen the illesteva brand image
 - . Made a product booklet to present all product information for internal communication
 - . Implemented a brand marketing guideline as part of internal strategy
 - . Facilitated partnerships with brands such as Assouline Publishing for an Art Basel Miami event
- New York, USA
Feb - May 2016
- ASSOULINE PUBLISHING (Coffee-table books) - Marketing & Web Development**
- . Expanded the audience through widespread digital awareness and strategic partnerships
 - . Transformed quality into quantity: website traffic fell 11% but revenues increased by 117%
 - . Elaborated innovation social media strategies
- Paris, France
June - July 2014
- ELIE SAAB (Fashion brand) - Public Relations**
- . Communicated with magazines and VIPs to promote the Elie Saab brand image
 - . Coordinated with photographers and journalists at the Fall-Winter 2014-2015 Haute Couture Show
- Beirut, Lebanon
Feb 2013
- L'OFFICIEL LEVANT & AISHTI GROUP (Magazine and Luxury chain stores) - Editorial Assistant**
- . Adapted the French Magazine into its Lebanese version taking into consideration cultural differences & market references
- Paris, France
June - July 2011
- CARTIER, RICHEMONT GROUP (Jewelry) - Communications Intern**
- . Assisted the re-commercialization of the LOVE collection

EDUCATION

- New York, USA
2015 - 2017
- Strategic Design & Management (MS)**
Parsons School of Design
- London, UK
2012 - 2015
- Political Economy (BSs)**
King's College London
- Paris, France
2006 - 2012
- Economics & Social Science**
French Baccalaureate (OIB)
École Jeannine Manuel

SKILLS

- LANGUAGES**
- Fluent in **French & English**
Intermediate in **Spanish**
Conversational **Arabic**

TECHNICAL PROFICIENCIES

- Microsoft Office
Adobe Creative Cloud
G Suite

INTERESTS

- Design & Culture
Branding in today's current socio-political context

SPORTS & MUSIC

- Competitive skier
Experienced horse rider
Adept ballet dancer
Proficient Piano player