Pr

Inv

**Travelling,** have been in Italy, Netherlands, **AT**

Rou

**A**

Gl

Laurène Michelle Passionate woman with an education based on children product development. Interested in challenging projects, I am seeking opportunities to share and strengthen my expertise with children & licensing project management.

Let's be a part of it!

 Toys development, design & trends

 Creative

 Graphic process

 Diplomacy & negotiations

 Manage multiple projects at once

 Tight deadlines

EDUCATION

**MASTER’S DEGREE & BBA**

European School of Child’s Products

Management, France, 2009-2012

Key modules: child development, toy safety, generational marketing, multimedia management, licensing...

**ASSOCIATE OF SCIENCES**

University of Rouen, France, 2007-2009

Key modules: negotiation, marketing, communication, logistic skills...

**HIGH SCHOOL DIPLOMA**

Rouen, France, 2007

Holder of a French National Certificate of Aptitude In Youth Activities Organization and Entertainment.

Knowledge of Windows & Mac systems.

I LOVE

Germany, Spain, Canada, Egypt, United

Kingdom & United States.

**Swedish fitness**, expert.

**Pencil drawing** to free my mind.

**Indie rock, hip hop & electronic music**.

Laurenem@gmail.com - 040 145xxxxx [www.about.me/](http://www.about.me/laurene.michel)xxxxx [www.linkedin.com/in/laurenemichellicensing](http://www.linkedin.com/in/laurenemichellicensing)

French nationality - Fluent in English Working Visa, available to start in October Drivers licence xxxxxxxx

References on request

EXPERIENCE

**THE BRAND NATION** – Advertising agency

Paris, France, April 2012 – August 2014 - 2 years & 5 months

**LICENSING MANAGER**

Dedicated to the fast-food chain Quick, 2nd in Europe after McDonald’s. QSR market, family & child, 24 promotions/year.

2 menus: “Magic Box” for boys & girls (4-7 years old) and “Menu Top” for pre-teens

(8-11 years old), 750K to 1,5M premiums sold/month.

 Creating the collections of premiums suitable to the licensor and client from the concept to the production (reviewing consumer products categories, including toys and games, apparel and accessories).

 Ensuring the deal terms negotiated until the signature of deal memo and contracts.

 Day-to-day management of Agents & Licensors relationships such as CPLG, Hasbro, 20th Century Fox, Mattel, DreamWorks, Nickelodeon, Sony Pictures Entertainment...

 Monitoring interns who coordinated the premiums approvals, update dataset and benchmark competitive & trends…

 Working closely with the Licensing & Partnership Director for the selection of the best licensed promotion to recommend.

**FERRERO FRANCE** - Advertiser

en, France, 2011 – 6 months – internship

**SSISTANT PRODUCT MANAGER**

obal confectionery manufacturer (Nutella, Tic Tac, Kinder Surprise...)

 Participating in the brand strategy development & the launching of new TV commercial of the brand Nutella (benchmarked, monitored the qualitative studies…).

 Making monthly analysis of the sales (Nielsen & Kantar Worldpanel).  Involving in projects to renew the graphic identity design on packaging.

**CUISINE SANTE INTERNATIONAL**

Ottawa, Canada, 2010 – 3 months – internship

**SALES REPRESENTATIVE**

Exclusive seller of cookware of the brand Berghoff.

Attending shows, telemarketing, negotiation B to C in English.

**ELIS**

Rouen, France, 2009 – 12 months - work-study contract

**SALES REPRESENTATIVE**

European leader in rental - maintenance of services for groups and SME’s. ospecting (services: water fountains, coffee machines and mats).

olving in setting up of reporting commercial tools.

**ELIER GILLES DRU**

Rouen, France, 2008 – 12 months - work-study contract

**SALES REPRESENTATIVE**

Business specialized in digital printing for SME’s and local shops. Prospecting SME’s and micro businesses, from quotes, computer graphics brief to pre production sample.