Charlotte Chretien

Personal Information
Nationality: French

Contact Information
Mobile: +33624183203
linkedin.com/in/charlottechretien
charlottevictoria.chretien@gmail.com

Education

Esade Business & Law School, Ramon Llull University — Barcelona, Spain
MSc in Marketing Management, Fashion & Luxury Track — 09/25-07/26
Luxury Society, Marketing Committee

Korea University Business School — Seoul, South Korea
Global Study Tour — 01/26-02/26
Technology & Marketing (how cutting-edge technologies are reshaping marketing practices across Asia)

Esade Business & Law School, Ramon Llull University — Barcelona, Spain
Bachelor in Business Administration - BBA — 09/21-06/25
Exchange Program - McGill University

McGill University — Montréal, Canada
Bachelor in Business Administration (exchange program) — 01/25-04/25
Marketing Planning, Consumer Behavior

Experience

L'Oréal Brandstorm 2026 — Madrid, Spain
Crafting the future of luxury fragrance — *2026*
Iberia Regional Winner & Global Finalist

- Developed a luxury fragrance innovation concept for L'Oréal Luxe, translating consumer insights into a product and brand opportunity aligned with evolving consumer behaviors.
- Defined the product concept, packaging design, and brand experience, ensuring consistency with luxury brand codes across product, storytelling, and consumer touchpoints.
- Conducted trend forecasting, market analysis, and competitive benchmarking to identify future growth opportunities within the luxury fragrance category.
- Developed a go-to-market strategy encompassing launch activations, PR, influencer partnerships, and retail engagement initiatives.
- Assessed pricing strategy, market potential, and commercial feasibility to support strategic decision-making and long-term growth opportunities.
- Presented a final product and brand strategy proposal to L'Oréal senior executives, competing as Iberia Regional Winner and Global Finalist against teams from 45+ countries.

La Prairie — Zurich, Switzerland
Luxury Skincare — 07/24-12/24
Global Communications Intern

- Coordinated 30 global PR campaigns and brand activations across 15 markets, generating 670 publications and 36M impressions.
- Conducted weekly alignment calls with local markets to monitor performance, address challenges, and support operational execution.
- Prepared Q&A materials for brand scientists ahead of media interviews, ensuring clarity and consistency of messaging.
- Oversaw logistics and stakeholder coordination for international events, including briefing of brand scientists.
- Collaborated with Brand, Visual Merchandising, and local market teams to ensure cohesive execution of global campaigns and consumer-facing experiences.

Languages & Digital Skills

French (Native), English (Fluent), Spanish (Conversational)
PowerPoint (Advanced) | Excel (Intermediate)

Additional Information

- Marketing Committee Member (Instagram Lead), ESADE Luxury Society; Managed Instagram communications and coordinated Chanel's participation in the ESADE Career Fair
- Inside LVMH Certificate
- Promoted children's rights with Un Enfant par la main (International Solidarity Association)
- Trained pianist (12 years) at Conservatoire National de musique de Montpellier, certified in music theory