LA PRAIRIE
SWITZERLAND

Letter of reference

Ms Charlotte Chretien, born on February 8, 2003, was employed by our company as Intern - Global Communication from July 1, 2024 until December 31, 2024.

Her main duties and responsibilities were as follows:

1. Eventing:
   - Compiled market plans into a comprehensive deck for internal visibility and top management review.
   - Provided timely support and feedback to local markets to ensure seamless event execution.
   - Scheduled and managed weekly calls with stakeholders.
   - Collaborated with departments like Visual Merchandising for cross-functional alignment.
   - Drafted scripts for scientific presentations, ensuring consistency and effective delivery.
   - Created templates to help local markets track and monitor event results.
   - Participated in monthly calls to gather insights on best practices and address challenges.
   - Coordinated scientists' trips and briefed them on event flow beforehand.

2. Public Relations:
   - Organized attendance and logistics for media events in Montreux.
   - Scheduled interviews and collaborations with Dr. Hill to secure timely local media coverage.
   - Tracked and monitored PR results without formal tools.
   - Engaged in copywriting tasks, including press releases and Q&A preparation.

3. Advocacy:
   - Conducted influencer and profile searches for campaigns.
   - Reviewed and approved market plans and influencer proposals.
   - Provided feedback on influencer content and supported campaign strategies.
   - Delivered insights to optimize profile selection and campaign relevance.

4. Social Media:
   - Developed content format proposals for feed and stories.
   - Created grid layout and post calendar proposals.
   - Conducted competitor benchmarks and provided actionable recommendations.

Ms Chretien obtained an extensive understanding of her field. What she learned was applied successfully and she was quick to familiarise herself with new duties. She was conscientious, careful and reliable in the way she approached her tasks. Even when faced with a heavy workload, her focus and tenacity were exemplary. In the performance of her duties, she adhered to internal quality standards and applied them correctly.

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Her willingness to learn was very impressive. She was highly motivated and showed interest in everything. Thanks to her keen sense of perception, she was quick to familiarise herself with her tasks. She performed the duties entrusted to her reliably, autonomously and within the agreed time frame. She showed initiative and remarkable commitment to her work and was always ready to offer her assistance. In terms of the duties entrusted to her, she planned ahead with foresightedness and executed them with tremendous autonomy and a well-structured approach. We were exceptionally satisfied with the quality and scope of her work.

She was very reliable when it came to providing information; she also gave extensive feedback and immediately sought clarification in cases of doubt. She integrated seamlessly into the various teams. Her pleasant, open and good-tempered manner made her appreciated all around.

Ms Chretien left us on December 31, 2024 having completed her fixed-term internship. We thank her for her contribution and would be pleased to re-employ her on a later occasion. We wish her every success in her future endeavours.

Laboratoires La Prairie SA

Greta Morreale
Global Brand Communications Manager

Cristina Gallo Carazo
HRBP Marketing / Retail / e-Business

Zürich, December 31, 2024
HR/EFE

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