

Colombe M. Brunel

PROFILE

Brand management, marketing and digital enthusiast with a passion for quality and the opportunity to engage customers through social media, building brand loyalty and growing a business. Demonstrated editorial judgment, business acumen and creative sensibility with a luxury lifestyle collection. Achieves results independently and in teams. Native French speaker, fluent English, proficient Spanish.

COMPETENCIES & SKILLS: Action oriented / works extraordinarily well under pressure; organized and attentive to detail
Outstanding communications skills; listens and observes; writes and speaks effectively for a brand
Works efficiently, sets priorities; finds creative and resourceful solutions to problems; get things done
Computer skills include Microsoft Office Suite and InDesign

EXPERIENCE

BELSTAFF

New York, NY

BUSINESS STRATEGY &
DEVELOPMENT

MARKETING

SEPTEMBER 2011
TO MARCH 2013

- Coordinate with CTG and eCommera for GSR by Belstaff website build, manage approval process for cost & design and gather all information for both content and product (mid-March launch)
- Draft the seasonal Digital Marketing Strategy to fully integrate GSR by Belstaff digitally within the Belstaff brand such as weekly emailers or facebook cover photo take-over (mid-February launch)
- Create and apply the Joint Marketing Opportunities calendar to solidify the union through all Belstaff and Goodwood digital platforms, emails, press and events
- Deliver visual assets to and/or from our Creative team to and/or from the Goodwood team and drive the design compromise - Developed 35 pages GSR by Belstaff brandbook with our Art Designer, which has become the brand's bible
- Assist Chief Marketing Officer and Marketing Director in budget distribution, in maintaining budget file to easily track information and in ensuring all spent are within budget
- Manage all events for GSR by Belstaff - Press Breakfast Launch on January 7th in London saw Belstaff's first organic growth and highest rate of engagement on all our digital platforms
- Coordinate weekly calls for 4 Executives and 5 Directors, send the agenda 24hours before the call, record and send the meeting's minutes within the day and update marketing / creative timeline
- Create sales presentation for worldwide retailers and marketing presentation for Goodwood and Labelux

BLOOMBERG LLC

New York, NY

INTERN US EQUITY DESK
SUMMER 2009

- Weekly sales pitch of various component of the Bloomberg Tradebook platform
- Daily and weekly analysis of top and worst performer on the S&P 500
- Portfolio competition - exclusively US Equities on the S&P 500 - came in 2nd
- Reviewed of clients' data account leading to additional sales

ROTHSCHILD PARIS

Paris, France

FINANCIAL MARKETING
SUMMER 2008

- Statistical analysis of Emerging World markets for marketing material regarding the new fund
- Weekly report to fund manager on statistics regarding emerging countries
- Assisted in the establishment of a new customer relationship management program (CRM)

EDUCATION

Double Bachelor of Arts in American Studies and Hispanic Studies
Graduated Pi Gamma Mu, International Honor Society in Social Sciences

International Business Management and Marketing

Economics and Management

Relevant classes: Micro & Macroeconomics, Money & Banking, Statistics