



Kamakshi Jain

COMMITTED, CONFIDENT, CURIOUS

CONTACT

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ADDITIONAL EXPERIENCE & ACHIEVEMENTS

LVMH - Inside LVMH Certificate

Learnt about LVMH, the fundamentals of luxury and its key challenges (Achieved highest score)

Oikos Lille - Association of 'Students for Sustainable Economics & Management

Influenced Digital Marketing of the association and events under Oikos Banner, as a member of Marketing Team

Umeed - A Drop of Hope

Taught Underprivileged children at their door stop, as a volunteer

SKILLS

Languages : English (Native), French (Elementary), Hindi (Native)

IT Skills : Microsoft Excel, Microsoft PowerPoint, SQL, Google Analytics, SAP Lumira (BI), Tableau, Power BI

Soft Skills : Business-driven, Detail-Oriented, Strong Interpersonal skills, Leadership qualities, Excellent Communication

EXPERIENCE

Lancôme (L'Oréal)

Paris, France

Assistant Product Manager, Travel Retail Worldwide | Jul 2022 - Dec 2022

- Defined and implemented 360 marketing strategy for Make-Up, Fragrances, Skincare & Premium categories
- Launched and introduced a new product offer, leading to 72% increase in sell in quantities
- Owned competitor performance analysis and provided strategic recommendations
- Designed marketing activations: animations, digital, media airport panels and developed exclusive offers

Reckitt (Formerly - Reckitt Benckiser)

Brussels, Belgium

Assistant Brand Manager | Jan 2021 - Jun 2021

- Analysed and recommended new growth avenues for Airwick in 3 untapped distribution channels
- Conceptualised and managed development, design, launch and relaunch of Airwick and Destop Products
- Developed brand marketing strategy across Belgium and Netherlands for the Year 2022
- Created and collaborated in artwork development for brand and marketing communications

L'Oréal Paris (L'Oréal)

Paris, France

Marketing Coordination Assistant | Jul 2020 - Dec 2020

- Studied Western Europe market for products and recommended solutions to increase market visibility and sales
- Provided solution to eliminate plastic packaging and prevent waste of residual through solidification of liquid colorants
- Prepared analysis of monthly results on the pillars of the brand and executed corrective actions for launches
- Provided operational support on brand management to 12 countries (Western Europe Zone)

Deloitte Touché Tohmatsu India LLP

Gurugram, India

S&O: Strategy Transformation Assistant | Mar 2019 - May 2019

- Supported in strategy formulation for a client for enhancement of sales turnover
- Monitored implementation of recommended growth strategy (through distribution network)
- Involved in preparation of proposal to design and implement marketing strategy to increase market share

Goldsquare Sales India Pvt. Ltd.

Gurugram, India

Sales & Sourcing Assistant | May 2017 - Jun 2017

- Aided in ideation of innovative marketing strategies to attract customers and enhance sales
- Supported in sourcing and supplier management

EDUCATION

EDHEC Business School

Lille, France

Double Degree Master in Management & MSc Marketing Management |

Sep 2019 - Jun 2020

- MSc Marketing Management GPA: 14,26
- Master in Management GPA: 14,68 (Placed on Dean's List for Top 10% of class)

Sri Guru Gobind Singh College of Commerce

Delhi, India

Post Graduate Diploma in International Marketing | Aug 2018 - May 2019

- Secured First Division (76.8%)

SGTB Khalsa College

Delhi, India

Bachelor of Commerce (Hons.) | Aug 2015 - May 2018

- Secured First Division (CGPA 8/10)