


Aurélié Grand, MBA

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**CREATIVE, INNOVATIVE & STRATEGIC LEADER IN INTEGRATED DIGITAL & TRADITIONAL MARKETING,
BRAND STRATEGY & DEVELOPMENT, COMMUNICATIONS AND PRODUCT MARKETING**

**Digital/ Traditional Marketing | Branding | Communications | Social Media | KPI & Analytics
Customer Reach, Acquisition & Loyalty | DTC/B2B | Product Development | Events | Public Relations**

- Proven track record in **building and leading cross-functional teams** locally & internationally to create, develop and implement new marketing and communications strategies, resulting in increased bottom-line sales & profit.
- Passionate about **challenging the status quo**. Excels in creating effective marketing, branding & communications strategies leveraging social and digital platforms to drive companies' objectives.
- Strong experience in **favorably influencing** key internal & external stakeholders.
- **Thought leader** & strong believer in **collaborative** work, with the ability to **build solid relationships** with strategic partners, bringing **consensus** across multiple organizational levels.

ADDITIONAL STRENGTHS INCLUDE:

**Results-oriented | Driven & Passionate | Self-motivated | Resourceful | Multi-Tasker | Attentive to Details
Excellent Interpersonal, Collaborative, Verbal, Writing, Presentation, Problem-Solving and Budget Skills**

COMPANIES     

SELECTED ACHIEVEMENTS

Digital Marketing | Consumer Engagement & Acquisition

- Conceptualized and developed **360° digital marketing and e-commerce strategies** for various established and startup companies (UX, UI, content, SEO, paid advertising, email campaigns and performance analytics).
- Developed **organic & paid digital marketing and social media campaigns** increasing engagement and lead conversion, and resulting in **double-digit percentage growth in yearly sales**.
- Designed and implemented a brand-new **Virtual Office Digital Platform and App** (SharePoint & Naxum). Supported the implementation of a brand-new **marketing automation & CRM** system (Marketo).
- Ran various **email campaigns** to **reactivate current customers and convert new ones** leveraging **Google** and **Facebook / Instagram ads**. Resulted in average monthly sales increase of 100%+ over a year.
- Developed & implemented **global direct-to consumer strategies** to extend consumer reach and lead generation. Based on a strong P&L, this led to an **average increase of 30 ppts across all KPIs**.
- Initiated and developed a **pop-up shop strategy** with supporting tools and marketing material. The strategy was first tested for Tupperware in New-York, **bringing 10K+ new customers in five weeks**.
- **Increased customer engagement**, leading to double-digit sales growth by developing and introducing new customer experiences.
- **Recruited, optimized & led cross-functional in-house and external teams** to develop & implement brand-new **global B2B partnerships**. This resulted in significant increase in customer reach, engagement, & lead generation, as well as incremental sales. Based brand positioning & product segmentation on consumer insight.

Insight-driven Product & Subscriptions Strategy

- Introduced insight-driven **new go-to-market product marketing strategy**, which included **product launches** based on differentiated **product positioning**, as well as enhanced catalog **content & visual branding**, efficient **training material** and realigning product team's roles. These efforts resulted in **20% catalog sales increase**, a significant **reduction of costs & excess inventory** and **100% sales increase** in Fundraiser channel.
- Developed & implemented **product and subscription strategies**, including pricing, positioning, and packaging.
- Created a new **global product experience strategy** for Tupperware, as well as impactful global promotional campaigns, supporting key growth strategies.

Brand Management | Asset Creation

- **Created** numerous **catalogs, videos, packaging** and other **marketing material** for large and small companies.
- **Conceptualized**, developed & implemented **brand strategies** & guidelines for several companies. This included creating brand identities, logos, color palettes, fonts, purpose statements, brand attributes and brand promises.

SELECTED ACHIEVEMENTS

Brand Management | Asset Creation (continued)

- Co-led the team and agency that developed **Tupperware's full rebrand**. Created first-ever Brand Guidelines.
- **Launched** new Tupperware "**Brand Center**" **website** to corporate offices and prepared launch kit for Managing Directors around the world. Created "What's your Tupperware Personality" quiz for employees' engagement. Resulted in effective global implementation of the new branding strategy.
- Directed the creation and implementation of **customer-experience-centric layouts for Tupperware Studios**, (B2C experience centers) leading to the opening of 400+ on-brand locations in the world, over three years.

Communications to Internal & External Stakeholders | Events

- **Strategic & marketing communications** – developed integrated communications strategy for two startup companies. Increased customer engagement by more than 15%. Created clear and concise training material, such as guidelines, toolkits & webinars, supporting various global product launches.
- **Key stakeholders** – prepare and conduct strategic presentations to C-Suite Executives, Board of Directors, Investors and Credit Rating Agencies, leading to critical support and multi-million investments in key strategies.
- **Public & media relations** – Hiring and managing of PR/ Influencer agencies. Solid experience hosting global media, and organizing media events. Spokesperson, trained in crisis management.
- **Events**: Designed and organized an Interactive Product Expo for 1,000+ top global leaders. Staffed by C-Suite, the Expo received a record 98% visitation. Led sales events of 3,000+ attendees, as well as Board Members.

PROFESSIONAL EXPERIENCE:

LiveTrends Design Group - Head of Marketing & Public Relations - Aug. 2021 - Present

Building and leading digital marketing, brand & PR department, as well as adding B2C e-commerce to B2B business.

Eternapure - Vice-President Marketing, Brand & Communications - Feb. 2020 - August 2021

Built and led the entire digital, marketing, brand, communications and events strategies to support the launch of the company, as well as that of its various brands & products, while maintaining the growth of Summit Joint Performance.

Tupperware Brands - Apr. 2007 - Feb. 2020

- **Director, Global Customer Reach & Engagement – Experience Marketing Strategy** – 2017-2020
Led the global transition to a customer-centric expansion strategy via the implementation of B2C stores (Studios). Increased Affiliates' performance by over 30ppt across all KPIs, which brought millions in incremental sales & leads.
- **Director, Global Marketing, Branding and Communications Strategy** – 2015-2017
Implemented new brand and social media strategies and generated more than 500K in B2B sales.
- **Director, Product Marketing, U.S. & Canada** – 2014-2015
Led & innovated the product strategy for the US & Canada markets, generating a 5-point increase in revenue share.
- **Director, Communications, Sales Force Motivation & Events, U.S. & Canada** – 2013-2014
Led the US & Canada Communications, Events and Sales Force Motivation teams. Improved Affiliate retention by over 15%. Increased the impact of communication material, resulting in higher sales force activity rate.
- **Senior Manager, Global Marketing** – 2010-2013
Increased global sales by creating & implementing over 15 impactful branding, ESG & product strategic initiatives.
- **Manager, Product Strategy, U.S. & Canada** – 2007-2010
Increased sales by more than 30% across multiple product categories. Transitioned products to non-BPA material.

Walt Disney Attraction & Cirque du Soleil: 10+ years of experience as **Marketing & Public Relations Manager**.

EDUCATION & PROFESSIONAL DEVELOPMENT

- **Master of Business Administration – ESSEC Business School**; France
MBA in marketing & communications from **# 1 French Business School** (equivalent to Northwestern University)
- **Board Member** - Orlando Regional Branding Committee for the Orlando Economic Partnership (OEP)
Founding member, guiding the OEP's "Orlando You Only Know the Half of It" marketing & branding campaign.
- **Executive coaching sessions** - Continued leadership development, since 2018.

AWARDS

Tupperware Brands

- Received Chairman & CEO Award of Excellence for the creation and effective global implementation of the first-ever Brand Guidelines.
- Received Chairman & CEO Award of Excellence for creating an effective Interior Design Branding kit for their 400+ worldwide Studios (B2C Experience Centers).