

INFORMATION

- > Born the 5/11/88 in Annecy
- > Leadership, team projects
- > Looking for a Job in Beijing
- > Available immediately

LANGUAGES

- > French: native
- > English: fluent
- > Spanish: advanced
- > Chinese: beginner, HSK 2

Pauline LAHARY



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PROFESSIONAL EXPERIENCE

myCVfactory - Paris

Founder & Chief Executive Officer (CURRENTLY)

Individual Enterprise - French HR consulting start-up specialized in tailor-made resumes (will be launched in February 2013)

- Creation of the concept
- Realized a marketing study: the market, the competition, the business plan (net profit, turn over for the next 3 years)
- Worked closely with a Web developer & a Web designer to set the website up
- Defined the website's arborescence
- Declared the patent (brand, logo, service) & the Company's juridical status
- Managed the whole Communication & Promotion tasks

3SUISSES INTERNATIONAL-Shanghai

Commercial & Logistics Assistant (2011, 5 MONTHS)

French Fashion Textile industry. 8,300 employees. 16 countries. TO: € 2.1Billion

- > Coordinated the launching of a new concept for 3SuisSES Catalogue:
- Convinced brands to put their products on our website and catalogue
- Controlled Stock and Production of the partners
- > In charge of the French Collections Production in China (Karl Lagerfeld, Maria Luisa and Charles Anastase)
- Collected the Orders records and sent them to France
- Dealt with the Chinese customs about the orders
- > Made orders analysis for the Chinese Market
- Analyzed the turn over made by Website and Catalogue
- Defined a new strategy to improve sales in China

ACHIEVEMENTS: 2 contracts' signature a week, managed a Chinese team (10 persons), thought about new process to be faster in delivery

JCDECAUX-Shanghai

Marketing Assistant (2010, 6 MONTHS)

Number 1 worldwide in Outdoor advertisement. 9,940 employees. TO: € 2Billion

- > Created Proposals
- > In charge of the Universal Exposition project:
- Suggested customized proposals for JCDecaux's clients
- Wrote articles on JCDecaux website about the Exposition
- In charge of the HongQiao airport opening
- > Constructed the Newsletters monthly

ACHIEVEMENTS: Designed an advertisement idea for Rolex, invented a new ad concept for Club Med

VINS&GOURMETS DE FRANCE-Shanghai

Business developer (2011, 4 MONTHS)

Start-up in the wine industry. 30 employees.

- > Identified & analyzed the wine industry attractiveness for the Chinese market
- > Developed the distribution network

THE JOYCE THEATER FOUNDATION-NYC

Event & Communication Manager (2009, 3 MONTHS)

Premiere Performance venues for Dance in the USA. 50 employees. T.O:€5M

- > Developed sponsoring
- > Fundraising, event organization

INTERESTS

- > Ice dancing: 3rd ranking to French championship, Nice, France, 2006
- > Windsurfing: 2nd Caribbean championship, Martinique, 2005
- > Ballet: 12 years
- > Horse riding: 6 years
- > Cooking, Cinema, Piano
- > Opera
- > Travel: 32 countries visited

IT SKILLS

- > PCIE Diploma (Passport for European IT Computing)
- > Pack office, Prezi
- > Indesign

DIPLOMAS

- > 2007—2012
SKEMA BUSINESSSCHOOL
RALEIGH CAMPUS, USA (2012)
NICE CAMPUS, FRANCE (2011)
SUZHOU CAMPUS, CHINA (2009)
- > International Business
Master
Law, Intercultural management, International marketing, Supply Chain & Logistics, Socio-Political matters, Project management, Consulting, Strategy
- > 2012, 2 months
HUTONG SCHOOL, Beijing
Chinese lessons to take the HSK 2 (6h/week)



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