

Barbara du Bois



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I'm a FMCG enthusiast, **passionate** about marketing with excellent communication skills.
Analytical & curious to highlight the latest trends & answer consumers' needs.
Open-minded & team-player who loves to collaborate & learn from colleagues.
Hard worker & reliable, I'm always up for new challenges locally & internationally.

EDUCATION



Spanish Class & Local Education,
Habla Ya Spanish School - PANAMA CITY
Nov - Dec 2017



Master in Management Sciences,
Major in Marketing / Magna Cum Laude
Louvain School of Management - LLN
2012-2014



Exchange Program (MBA Program)
Major in International Business
National ChengChi University - TAIPEI
Sept - Dec 2013



Bachelor in Economics & Management
Louvain School of Management - LLN
2009 - 2012

LANGUAGES

French 

English 

Dutch 

Spanish 

COMPUTER SKILLS

 

 

 

INFORMATION

Date of birth : July 14, 1990
Age : 27 years old
Nationality : Belgian
Driving Licence : Yes

EXPERIENCES



Senior Product Manager - Brussels
Haircare L'Oréal Paris
#1 Category in Turnover - #1 Growth Driver for 2018
Jan 2018 - Current



Senior Product Manager - Brussels
Skincare L'Oréal Paris
Sept 2016 - Oct 2017 (1 year)
✓ Managed challenged & complex segment : Anti-Aging
✓ Developed tailor made media mix by target & objectives
✓ Led a local TV shoot w/ belgian consumers
✓ Pionnered on mask trend w/ Pure Clay Mask launch
✓ Presented stratigic plans to the Paris top management



Junior Product Manager - Brussels
Hair Color L'Oréal Paris
Jan 2015 - Aug 2016 (1,5 year)
✓ Optimized portfolio based on color gap tracker
✓ Activated color collection instore
✓ Managed hard renovation of one of the main pillar
✓ Installed new gesture on the market - Root Retouch
✓ Presented Brand Plan for 2016/2017



Marketing Intern - New York
Light&Fit
Feb 2014 - Jun 2014 (5 months)
✓ Presented weekly market performance reports
✓ Contributed to Brand Review and Brand Plan
✓ Made recommendations for new flavour extensions



Sales & Marketing Intern - London
Chivas & Royal Salute
July 2012 - Aug 2012 (2 months)
✓ Selected the Top 10 brands combination for the US Market
✓ Took part of the New Duty Free Ad Campaign

INTERESTS



Greece 2012, Thailand/India/Vietnam/Cambodia 2013
Namibia 2014, Indonesia 2016, Madagascar & Panama 2017



Skiing, scuba diving, horse riding, field hockey, healthy food