**Julie DALENCONTE**

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**Education**

**EDHEC Business School – Lille, France September 2014 – May 2018**

Master of Science in Global Business

**Lycée Carnot – Paris, France September 2012 – June 2014**

Two years preparing competitive examinations to graduate Business Schools, equivalent to first two years of a bachelor program

**Lycée Kléber – Strasbourg, France September 2009 – June 2012**

*Scientist Baccalaureate achieved with High Honors*

**Professional Experience**

**L’Oréal – Clichy, France** **January 2017– June 2017**

***Assistant Project Manager –International Marketing Direction, Garnier Skincare***

* Analysis of international market shares and new product launch tracking
* Global competition monitoring and reporting to brand directors
* Development of a brand extension to drive recruitment of a new target
* Collaboration with agencies on new creative options for brand renovations

**Unilever – Rueil-Malmaison, France** **July 2016 – December 2016**

***Assistant Category Manager - Ice Cream OOH***

* Analyzing retail sales data of the ice-cream season
* Defining products assortment with the category manager
* Managing promotion strategy with communication agencies
* Client appointments: presentation of innovative products, recommendations for 2017

**Nicolas – Strasbourg, France** **July 2015– August 2015**

***Representative Manager***

Self-management of a Nicolas store:

* Managed the sales, advised and attended to clients
* Managed accounts and realized cashier services
* Managed the stocks: delivery orders, reception of deliveries, inventories
* Achieved a turnover of over €15,000

**EDHEC Junior Etudes – Lille France** **October 2014 – March 2016**

EDHEC Junior Etudes is the student consultancy office of EDHEC Business School. We carry out 60 studies and manage to reach 220,000 € turnover per year. EJE is one of the only student association that is certified ISO 9001.

***As a Project Manager***

* Prospected, wrote and signed business propositions: generated sales of over €13,000 in two month
* Piloted and controlled marketing researches, client surveys, and project launch studies
* Teamwork, animation of work meetings and team management

***As the Head of Communication and Creation***

* Created posters for official events
* Managed projects and organized events: "Nouveaux Virtuoses concert", "Prospection Challenge" in partnership with Mazars

**Languages and IT Skills**

**French** Mother tongue

**English** Fluent

**German** Advanced

**IT skills**  Microsoft Pack Office, Photoshop, InDesign

**Additional Experience and Achievements**

**Interests & Sports**

* Music: flute for 9 years
* Plastic arts: drawing class for 5 years
* Asian culture: trip in China in the cities of Beijing, Shanghai and Suzhou
* Running: 15km a week