

## Angeline Bellini

Phone: +491736404076

Email: [angelinebellini@gmail.com](mailto:angelinebellini@gmail.com)

LinkedIn: <https://www.linkedin.com/in/angeline-bellini-a9305431>

French nationality



## Personal Profile

**Multilingual Brand Manager** with great analytical skills, creativity and team spirit, motivated to leverage her **5 years of work experience** to satisfy your consumer needs and to overcome any business challenge you may face with your brands.

Good knowledge of **Microsoft Office, SAP and Panels** as well as **great language skills** in English, French, German and Italian



## Employment

**05/2016 - 01/2018**

### **LEGO – Brand Coordinator, Central Europe**

Permanent contract in Munich, Germany (ended because of redundancy plan)

- Developed comprehensive marketing plans for LEGO Ninjago and LEGO Nexo Knights
- Set up marketing initiatives and campaigns to reach target group and broaden consumer base
- Leveraged local expertise to advise on improvement potential for future global portfolio and communication strategy
- Optimised allocation of 7-digit budget by finding the right balance between Below-The-Line and Above-The-Line activations
- Managed locally promotion items and redefined the pricing and distribution strategy as well as influenced the development of new products
- Analysed competition, shopper and consumer trends and in-depth brand performance tracking to adjust marketing strategy accordingly based on gained insights
- Collaborated actively with local trade marketing, sales and demand planning teams as well as with external agencies and license partners
- Played a key role in driving local roll-out of a new marketing performance tool
- Led local marketing team meetings to share best practices and discuss business milestones

**Key achievement:** Implemented the biggest launch for LEGO in Central Europe with LEGO Nexo Knights and secured the strongest level of Consumer Sales for LEGO Ninjago in 2016 and still ensured a growth rate of 14% in 2017

**02/2014 - 01/2016**

### **CITROËN – Product Manager, Germany**

Fixed-term contract in Cologne, Germany

- Defined product offer and price positioning for C1, C3 and C3 Picasso through strategic decision-making regarding level of standard equipments and options packages
- Adapted consistently product offer based on novelty in car equipments as well as on changing competitive environment, shopper behaviours and legal regulations
- Enhanced consumers satisfaction through accurate product communication on owned media (price lists, catalogs, online configurator and CITROËN website)
- Demonstrated effective team work with communication, technic, logistic and sales teams and served as key contact to car dealers for all specific product and price-related questions
- Reshuffled Product Marketing team's processes to maximise efficiency of working methods and to standardise internal and external product communication

**Key achievement:** Took over responsibility for the new C1 one month before launch date and thus, defined the product and pricing strategy and prepared launch in a time-restricted context, leading to a successful implementation within the deadlines

08/2013 - 12/2013

**PERNOD RICARD – Marketing Manager Assistant, Middle East & North Africa**

Five-month internship in Paris, France

- Contributed to the development of Pernod Ricard marketing strategy in the region
- Elaborated long-term objectives and sales forecasts through the conception of a four-year plan
- Supported the endorsement of media activations locally mainly through digital, press and events
- Coordinated with sales representatives of each country to collect and answer needs for marketing support (assets, activities calendar, product launches)
- Created competitive benchmarks, market trends analysis and best practices

**Key achievement:** Identified and quantified growth opportunities in Lebanon and for non-premium Vodka brands in specific markets to increase competitiveness of Pernod Ricard in the region

01/2013 - 06/2013

**UNILEVER – Consumer & Market Insight Manager Assistant, Hair Care Europe**

Six-month internship in Paris, France

- Conducted marketing studies for Dove Hair, Axe Hair and Clear product development
- Managed qualitative and quantitative researches on mix marketing by briefing the agencies, supervising testing scope and methodology and delivering key insights and recommendations
- Addressed ad hoc requests by translating data from distributors and consumers panels into insights and concrete opportunities to optimise the marketability of new products
- Tracked monthly Hair Care brands in Europe and identified growth drivers and drainers

**Key achievement:** Evaluated potential new launches through a comprehensive competitive study of the German market highlighting the opportunity gaps to develop Unilever’s presence

05/2012 - 09/2012

**LAGARDERE ADVERTISING – Marketing Assistant, France**

Five-month internship in Paris, France

- Produced presentations to propose an optimal cross media offer for clients according to target audience, communication objectives and budget restriction
- Conceived selling documents for prospective clients to underline media benefits for their sector
- Extracted and analysed audience data to monitor media performances

**Key achievement:** Designed a seasonal calendar with potential prospecting opportunities for clients becoming a reference document for sales representatives

*Education*

09/2008 - 09/2013

**Graduation with a Masters in Marketing from the European Business School (Paris, France)**

- 2011: five-month exchange semester at the University of North Florida (Jacksonville, USA)
- 2010: four-month exchange semester at the Nordakademie University (Hamburg, Germany)

*Key Skills*

Languages	IT	Driver license
Fluent Mother Tongue Fluent Good	Microsoft Office SAP Panels	B class

*Personal Interests*

- Backpacking  
 Linguistic stays  
 Horse-riding  
 Latin dances  
 Voluntary work

**References**

References are available on request