

ALEXIA PÉREZ CHALBAUD

- Trilingual.
- Can Do attitude.
- Resourceful, flexible & proactive.

PROFESSIONAL EXPERIENCE

● AUMEL ORGANIC HONEY | *Personal Project*

April 2019 – Today. Madrid, Spain

- Business model.
- Brand strategy.
- PR & Social media strategy.
- Website design.

● ESTEE LAUDER COMPANIES

February 2005 – February 2019

● BOBBI BROWN | *PM, Intl. Education & Events • P.A. to VP*

July 2011 – February 2019. Paris, France

- Tools and program development (launch, education and sales tools, menu of makeup lessons, incentives).
- Influencer strategy.
- Promotional material development.
- Leadership of all global and regional meetings, PR activities in the region.
- Managing VP's complex and frequently changing agenda and travel.
- Organizing & coordinating Board Meetings & Management Team Meetings.

● BOBBI BROWN | *Intl. Coordinator • P. A. to VP*

March 2010 – July 2011. Paris, France

- PR, education and events coordination.
- Global and regional meetings.
- Assist the Brand VP.
- Brand performance monitoring (NS, RS) 16 affiliates.
- Managing VP's complex and frequently changing agenda and travel.

● CLINIQUE EMEA | *Executive Assistant*

September 2008 – March 2010. Paris, France

- Assist the Executive team.
- Office Manager.

● CLINIQUE EMEA & LATAM | *Marketing Assistant*

February 2005 – August 2008. Madrid, Spain

- EMEA marketing plans.
- Assist the brand VP.

● FOX INTL CHANNELS & NATIONAL GEOGRAPHIC | *Executive Assistant*

January 2002 – February 2005

- Assist General Manager.
- Pan european ad rundown.
- Event planning support.

● INVERSORA Y COMERCIAL, LANDWELL (PWC), TRIZECHAHN | *Executive Assistant*

February 2000 – August 2001



CONTACT DETAILS

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📍 Madrid, Spain

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SOFTWARE



LANGUAGES

- English: Bilingual
- French: Bilingual
- German: Basic
- Spanish: Mother tongue

SKILLS

- Multidisciplinary
- Strong analytical and communication skills
- Team management

EDUCATION

 ThePowerMBA

 Digital mktg, SM & Analytics

 Luxury Management

 Santander W50

 ISSA

ABOUT ME

- I like interior decor, travels and Nancy Meyers's films.
- A positive attitude changes everything.
- Motto: I already have a "NO", so let's go for a "YES".

