

CURRICULUM VITAE

L'OREAL PIERCE

Marketing Manager

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Expertise

- Brand Marketing including developing brand strategy in line with brand objectives
- Developing national marketing plans
- Relationship management skills
- Delivery of superior client outcomes
- Event Management

Qualifications

- Dip Sound Engineering – London Music School

PROFILE

L'Oreal is a professional marketing manager with over 12 years' experience in the marketing industry, specialising in brand marketing, and event management, for a variety of industries. L'Oreal is skilled in developing brand strategy in line with brand objectives, with the proven ability to develop national marketing plans, leveraging on her exceptional communication and relationship management skills to deliver superior client outcomes.

L'Oreal is skilled in all marketing executions and communication channels, and has proven success in managing a diverse set of responsibilities, whilst maintaining and building on client and stakeholder relationships. L'Oreal also has experience in retail and wholesale engagement marketing, budget strategy and management, major event management, retail marketing management, and event coordination.

RELEVANT PROJECT EXPERIENCE

WolfPeak Environment and Heritage, Sydney

Marketing Manager

June 2018 – Current

- Developing brand strategy in line with brand objectives.
- Maintenance of Brand integrity in all marketing executions and communication channels.
- Advertising and PR implementation.
- Social and digital media management.
- Office management and Administration.
- Event management.

Ducati, Australia & New Zealand

Marketing Coordinator

September 2015 – December 2017

- Brand Marketing including wholesale engagement marketing.
- Budget strategy and management.
- Digital and social media strategy.
- Major event management.
- PR and advertising management.
- Communication and key relationship management with Ducati Brand Headquarters in Bologna,

True Alliance, Australia & New Zealand

Marketing Coordinator

November 2004 – Septmeber 2015

- Developed Australian and New Zealand Marketing plans
- Leveraged brand for cross promotions
- Retail marketing management
- Digital and SEO strategy
- Advertising and PR management
- Event coordination
- Administrative support