



LATAAYA BENNETT

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TOOLS

- French: native
- English: bilingual
- Excel, Powerpoint, Word, Canva: advanced
- ERP (Cegid): proficient
- PLM (Kubix): proficient
- Adobe Suite: proficient

KEY SKILLS

- Brand development
- Beauty & lifestyle product development
- Performance analysis
- Performance analysis
- benchmarking & trend analysis
- Supplier sourcing & budget management
- Launch of multi-channel product campaigns
- Cross-functional leadership, training & team management

KEY ACHIEVEMENTS

- **Launch** of an exclusive **pop-up** in the BONTON flagship with the OMY brand, **multiplying expected sales by 2**
- Management of a **portfolio of 80 external brands** sold in BONTON concept stores
- Achievement of sales of **800K€** in the first year, **5% above target**.
- Redesign of the new Tartine et Chocolat corporate packaging, launched in July 2024
- **Creation of a Tartine et Chocolat accessories line** integrated into the PAP collection since January 2024.

Results-driven marketing and product development professional with over 10 years of experience in the beauty, lifestyle, and luxury industries. Strong background in new product innovation, packaging development, and cross-functional project leadership from concept to market launch. Recognized for a balance of creativity, analytical rigor, and operational excellence within premium and professional beauty environments.

WORK EXPERIENCE

LIFESTYLE COLLECTION AND OFFER LEAD

TARTINE ET CHOCOLAT & BONTON | 09.2022 - 07.2025

- Led end-to-end product development for over 200 lifestyle SKUs per year, including beauty, gifts, and wellness items.
- Managed the full development cycle and oversaw packaging design : concept, sourcing, supplier coordination with regulatory, and margin analysis.
- Managed timelines, cost structure, and gross margin optimization.
- Supervised 360° collection launches with trade, retail, and e-commerce activations.
- Designed beauty gift boxes, seasonal GWPs and in-store sensorial experiences.
- Supervised a cross-functional team of 4

-> **Results: +30% increase in lifestyle turnover, +18% growth in 18 months.**

BEAUTY PRODUCT MANAGER

BONPOINT | 01.2022 - 07.2022 | CDD CONSULTING

- Developed product guidelines and international training materials (FR/EN)
- Created GWP programs, beauty sets, and POS display concepts.
- Supported global beauty training and retail animation.
- Defined product charters, packaging briefs, and artwork guidelines.

MARKETING & BEAUTY LINE DEVELOPMENT LEAD

CEDA (Laura Sim's) | 09.2019 -12.2021 | CDI

- Led end-to-end development and annual go-to-market for the French market (incl. DOM-TOM) : product roadmaps, claims, packaging briefs, pricing and launch calendars.
- Orchestrated the 360° activation plan, trade marketing,
- Piloted business performance : sales dashboards, forecast accuracy, demand planning inputs and P&L ownership with monthly IBP reviews.
- Coordinated suppliers and labs (formulas, tests, regulatory) ensured on-time BOM release and artwork approvals.

E-COMMERCE CUSTOMER SERVICE MANAGER

OH MY CREAM ! | 09.2018 - 08.2019 | CDD

- Produced expert beauty advice (routines, ingredients, skin goals) and moderated product reviews to drive conversion and NPS.

- Follow-up on customer problems, with the warehouse in collaboration with the purchasing and logistics department

EDUCATIONAL PATH

MBAESG PARIS 11

MBA Management & Marketing du Luxe

ÉLYSÉES MARBEUF PARIS 08

Bachelor Marketing des produits du Luxe