

Estelle Domlan
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I am a professional with over **20 years of experience** in social media, influencer relations, PR, Events and external communications, with a strong focus on the **beauty and luxury industries**. With leadership roles in top-tier companies like Estee Lauder, LVMH, Procter & Gamble, and Giorgio Armani, they have honed expertise in **global communication strategies, media relations, and social marketing campaigns**. I excel in building and maintaining relationships with influencers, press, and key media outlets, while delivering measurable ROI through data driven strategies. Multilingual in **French, English, Italian, and Spanish**, I combine international experience with a deep understanding of brand building and reputation management.

Professional Experience

Senior Manager, Social Media, Communication, and Events

Estee Lauder Companies - Too Faced Cosmetics

Nov 2017-July 2025

- Oversee EMEA social media, influencer relations, and communication team to ensure global consistency in brand image and messaging.
- Lead high-visibility social marketing campaigns, including contract management and execution of influencer programs.
- Define and develop global communication strategies, achieving increased brand awareness across EMEA markets.
- Manage external relations, including crisis management, social listening, and media messaging.
- Cultivate relationships with press, publications, and PR agencies in key markets (UK, DE, NL, FR, Scandi).
- Track and analyze campaign performance, optimizing strategies to improve ROI and conversion rates.
- Collaborate with cross-functional teams (Media, Production, Advocacy) to align social media and press efforts.

Key Achievements:

- Created the EMEA Social Media department
- Organized best in class global events contributing to incremental word of mouth on social
- Spearheaded influencer paid programs, resulting in 60% growth in engagement and 90% increase in brand mentions.
- Successfully launched seasonal activations across diverse markets, adapting strategies for ME and India.

Head of PR & Influencer Marketing

LVMH - Benefit Cosmetics

May 2012 – Nov 2017 (5 years 7 months)

- Directed PR strategies to drive brand awareness, reputation, and usage among key audiences.
- Secured coverage in top-tier media outlets, ensuring consistent visibility across fashion and beauty publications.
- Developed PR materials, including press releases, event presentations, and media kits.
- Managed local PR strategies, tailoring campaigns to meet the needs of regional markets.
- Maintained strong relationships with journalists and influencers, fostering long-term collaborations.
- Monitored and analyzed media and social coverage, delivering insights to improve outreach strategies.

Key Achievements:

- Created the social media department positioning the brand in the top 5 global indie brands and achieving 40% growth in media coverage over five years.
- Orchestrated events that increased customer engagement and sales 30%.

Communications Manager

Procter & Gamble – Prestige Pillar

Jun 2007 – Apr 2012 (4 years 11 months)

- Built relationships with key media in fashion, lifestyle, and generalist outlets to enhance brand visibility.
- Created and implemented PR strategies, including briefs and competitive analysis.
- Partnered with local PR agencies to drive results in EMEA markets.
- Represented the company at industry events, including the Fragrance Foundation France (FiFi).

Key Achievements:

- Increased positive media coverage by 15% through targeted campaigns.
- Strengthened P&G's prestige brand presence in international markets.

External Relations Associate Manager

Procter & Gamble – Prestige Pillar

Sep 2005 – Jun 2007 (1 year 10 months)

- Supported global PR initiatives by collaborating with external agencies and internal teams.
- Analyzed competitor PR activities to identify opportunities for growth.
- Contributed to the development of PR strategies and recommendations.

International Marketing Vice-President Assistant

Procter & Gamble – Prestige Pillar

Jan 1999 – Aug 2005 (6 years 8 months)

- Provided strategic and administrative support for international marketing campaigns.
- Assisted in the creation of marketing collateral and presentations for high-level stakeholders.

PR Assistant

Giorgio Armani France

Sep 1992 – Jan 1999 (6 years 5 months)

- Coordinated press outreach to ensure comprehensive media coverage of new collections.
- Managed relationships with fashion and lifestyle journalists to support brand equity initiatives.

Key Skills

- Social Media Strategy & Campaigns
- Influencer Marketing & Paid Programs
- Crisis Management & Social Listening
- Public Relations & Media Outreach
- Multilingual Communication: French, English, Italian, Spanish

Education

- 1992: Associate Degree in Business and Communication