



ALEXANDRA VAN DER ESSEN

With 6+ years in international project management, I led the development of L'Oréal Paris' largest global skincare launch, reaching 10 million units in the EU and US and becoming the top launch in the UK. I am keen to apply my expertise and *Summa Cum Laude* academic achievements (graduating as the top of my class in Business Engineering) to drive impactful projects in new industries.



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Brussels

Gap “year”

2024: CHINA, TAIWAN, SINGAPORE, VIETNAM, CAMBODIA, LAOS, THAILAND

- Explored Asia independently until July 2024 to fuel my passion for Asian culture

Work experience

2021-2023: L'OREAL HEADQUARTERS, PARIS

Global Product Manager L'Oréal Paris

- Led the 2 year-long development process of a brand new product range in collaboration with external suppliers (EU & USA) and internal departments (laboratories, industry, finance, R&D, sales)
- Responsible for crafting the project roadmap and acted as key contact point with clients and management
- **Key impact: supervised L'Oréal Paris' biggest skincare launch worldwide (10 million units – coordinate 30+ cross-functional project stakeholders)**

Global Campaign & Content Manager L'Oréal Paris

- Led the development of worldwide marketing advertisement, from concept, to shooting, to post-production. Multi-channel: TV and digital (Meta, Tik Tok, Google)
- **Key impact: created the digital campaign with biggest ROI and elasticity in 2 years**

2016-2021: L'ORÉAL BELGIUM, BRUSSELS

Senior Product Manager L'Oréal Paris

- Promoted to control higher-profile strategic projects and products (double the budget: 2.1 Million €)
- **Key impact: achieved to bring the brand back to growth (+7% versus market +4%) thanks to a data-driven business strategy (based on multi-channel market analysis)**

Junior Product Manager Garnier

- Developed and implemented the brand's local go-to-market strategy (managing budget, timeline and supplier relationships), exceeding market share goals by 9%
- Launched 5 products/year by building high impact 360 digital experiences & brand activations
- Initiated a detailed market gap analysis to identify new commercial opportunities (+4pts WD)
- **Key impact: generated double digit growth for the brand (+14% versus market -1.1%)**

2015: SHANGHAI TANG, HONG KONG

External Communication Internship

- Managed the digital media accounts and increased social media followers by 18.7% in 2 months

Publication & distinctions

2016: LOUVAIN RESEARCH INSTITUTE IN MANAGEMENT

- Graduated as N°1 of the class with highest honours, “Summa Cum Laude”
- Published a 30 pages academic working paper based on research and interviews in Hong Kong & Beijing: “The end of “Logomania” in China. An analysis of 1st tier Chinese Luxury consumers”

Education

2014 – 2016: DOUBLE MBA, BELGIUM, ITALY & THE NETHERLANDS

1st MBA: INTERNATIONAL MANAGEMENT (CEMS)

- Top 10 masters in Management according to Financial Times
- **Fall semester:** Università Commerciale Luigi Bocconi, Milan
- **Spring semester:** Rotterdam Erasmus University, Rotterdam

2d MBA: BUSINESS ENGINEERING (LOUVAIN SCHOOL OF MANAGEMENT)

- Top of the class among 300+ students with highest honours **“Summa Cum Laude”**

2011 – 2014: UNIVERSITE CATHOLIQUE DE LOUVAIN, BELGIUM

BACHELOR IN BUSINESS ENGINEERING

Interdisciplinary program merging business administration with science & technology: economics, finance, statistics, physics, chemistry, data management, consultancy, branding & digital marketing

Skills

LANGUAGES

French – mother tongue
English – fluent (C2)
Dutch – fluent (C2)

HARD

Microsoft Office Suite
Nielsen Database Analysis
Google Analytics
Facebook & Google Ads

SOFT

Curious, resilient, collaborative, good time manager & organizer, entrepreneurial, big picture thinker, analytic & convincing communicator

Volunteering

2013 – 2015: JUNIOR CONSULTING ENTREPRISE “LSM CONSEIL”

Year 1: Strategy Project Leader & Consultant

Year 2: Human Resources Senior Consultant & Team-Building organizer

Student-led consulting firm providing services in strategy, marketing and engineering

2011 – 2014: SCOUTS LEADER

Conceived and supervised weekly outdoor activities for 30 children aged 8-12 years old

2010 : HUMANITARIAN MISSION BURKINA FASO

Volunteered in a cultural exchange with Burkinabe youth

Interests



Asian culture
(especially Vietnam)



Urban photography



Learning (from Blockchain, to Chinese history)



Outdoor exploring & trekking