**Neha SINGH**Paris, France | +33-749353772 | neha.singh@essec.edu

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**EDUCATION**

 **ESSEC Business School, MSc in Management** *(GPA 15/20)* **Paris, FR**

***2021- 2024* ESSEC Beauty Chair *(Partnered with ELC, IFF and Marionnaud)***

**Key Courses:** Building a Beauty Brand, Activating a Beauty Brand, Marketing Management,

 Advertising, New Beauty Insights.

 **National Institute of Fashion Technology, Bachelors of Design** *(CGPA – 9/10)* **Bhubaneswar, IN**

***2016- 2020*  Academic Excellence Award** for Fashion & Lifestyle Accessory Department

 **Key Courses:** Design & Fashion Management, Packaging Design, Consumer Interface Design,
 Visual Merchandising

 **Club Activities:** ***President*** (Sports Club)

**PROFESSIONAL EXPERIENCE**

***2023- 2024*  Estée Lauder Companies Paris, FR**

*(12 Months)* **E-retail & E-Pharma Assistant - EMEA Apprentice**

* Developed monthly E-retail & E-pharma reports analyzing sell-in/sell-out, pricing, NPD market share, and door ranking thus provided key insights for strategic decision making
* Led digital shelf tool training & website traffic rollout (Similarweb) for 16 affiliates (+20% usage). Analyzed competitor intel & consumer behavior (pricing, reviews, traffic) to track brand performance
* Validated digital shelf tool accuracy with 95% precision through rigorous pricing analysis testing, ensuring data integrity for future analyses
* Spearheaded improvements in e-retailer footprint accuracy by 80%, enabling wider data utilization and improved reporting precision
* Orchestrated collaborative quarterly best practice sessions with affiliates, fostering knowledge sharing and enhancing regional performance
* Conducted a comprehensive regional pricing analysis across 9 affiliates, identifying retailer and pure player pricing strategies to optimize brand positioning

 ***2022*** **Tarte Cosmetics | Makeup, Skincare & Beauty Brand Paris, FR** *(6 months)* **Operational Marketing Assistant - EME Intern**

* Assisted to 360-degree marketing operations including E-commerce, retail, training, social media, public relations, and gift with purchase (GWPs) promotions
* Managed GWP campaign distribution across EME, supporting field teams and PR to drive weekly sales of €1M+. Led brand launch logistics in 7 countries, achieving €70k in revenue
* Compiled daily reportsby monitoring social media, e-commerce, PR event coverage, and competitive analysis to optimize brand visibility
* Executed creative requests and delivered social media guidelines & PR assets, ensuring 100% compliance with retailer branding requirements.

**PROJECTS**

 **Clinique | Business Case** *(ESSEC Beauty Chair Graduation Project)*

Development a strategic plan to engage male consumers digitally, including market research, competitor analysis, and customer insights.

**IFF | Business Case – Geranium**

Presented sustainable perfume ingredient strategies, addressing environmental and social impact, supply chain challenges, and optimizing ingredient processing.

**LANGUAGE AND SKILLS**

 **Language:** English - Bilingual | French - Beginner | Hindi – Native

 **IT Skills:** MS Office Suite | Brandquad | Similarweb | Photoshop | Illustrator | Indesign | CorelDraw

 **Certifications:** Inside LVMH | Graphic Design (Ps, Id, Ai) | Italian Product Design- Summer School

 **Expertise:** Sell-in/Sell-out Analysis | Retail Activation | GWP Management | Market research &
 performance reporting | Marketing Strategy and Product Management

**EXTRA CURRICULARS**

**Sports:** Gold medalist - Decathlon Artengo badminton tournament (Women’s Sr. category).
 Bronze medalist - Volleyball at National Inter-Fashion Universities Sports Meet

 **Collegiate:** PRATIBHA college magazine - Editorial team member

 Petrochemical Institute (CSR) -Designed eco-friendly apparel using recycled plastic