

Joëlle Liorzou

2 place Maignan 35520 La Mézière

Brittany France

Phone: + 33 (0) 662 387 769

Email: joelle.liorzou@gmail.com

OBJECTIVE

Looking for a challenging role in various fields of sales as well as teaching in sales and marketing.

PROFESSIONAL SUMMARY

PROFESSIONAL TRAINING

Qualifications:

Sales techniques & negotiation-Strategic and operational Marketing-Project Management-Merchandising-Presentation-Communication skills and Social Networks..

Audience:

Students: BA, BS/BSc Sales, Marketing and Communication.
Chemist's shops' teams.
Supermarket chain retail managers and specialized sales forces.
Sales managers and retailers: perfumery and beauty parlour.
Sales forces B to B.

Conducted an in-depth analysis of the problem by performing a Needs Assessment using Organizational/Task/Person Analysis.

Provided recommendations to the organization by the use of a designed training program.

SALES AND MARKETING

Strategic and operational Marketing development.
Market study - Benchmarking.
Prepared, conducted and analyzed customer service survey.
Customer loyalty's development - Sales optimization.
Selective Distribution - B to B - Key accounts.

Strong ability to analyze the problem, identify the solution, deal with the queries and problems and also resolve them.

Proficient ability to strategize, management and public relationship.

COMMUNICATION

Designed and presented annual marketing programs.
Advertising on launches of cosmetic ranges of products: newsletters, marketing and sales brochures.
Prepared attractive presentations for the seminar presentations and marketing campaigns.
Trade shows in France and abroad: Organization, facilitation and follow-up.
Good communication skills.
Creative person.

SALES MANAGEMENT

Team management - Results' analysis - Benchmarking - Sales challenges.

ADMINISTRATIVE MANAGEMENT

Good computer knowledge: Microsoft Office, Power Point...
Management of sales budget.
Marketing and sales plans.
Good organizational skills.

COMMUNITY LIFE - Professional Jury for French Ministry of Labour and Professional training.

Since January 2014 : Professional Jury of Professional trainers.
September 2007: Professional Jury of supermarket chain retail managers, specialized sellers and sales persons.

FOREIGN LANGUAGES

English language: good skills, both written and oral.
Lived in London from 1978 to 1985 (7 years).
Lived in Canada from 1985 to 1988 (3 years).
Lived in foreign countries as diplomatic corps.
Spanish: Basic knowledge.

INTERESTS

Digital photographs / videos editing - Culinary arts. Brainstorming: slogans, names of products and companies on line. Social Networking.

SALES AND MARKETING PERSON



TRAINING

COACHING

SALES FORCES

PROFESSIONAL COURSE

Creative Freelancer-Self Employed

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FORMATION

Since Oct 2008:

Higher Education Business Schools in Brittany (FRANCE) :
TOTEM Formation -I.F.T.E-AFOREM-ISTER & C.F.T.A

Temporary teacher for students in BA, BS/BSc in Sales training Marketing and Project Management.

Trainer for private companies in the same skills.

L'Occitane en Provence - Skincare - Cosmetics - Perfumes. Selective distribution (Retail : Chemist's shops, department stores...).

Jan 2005 - Feb 2008 (3 years)

Professional trainer on the wide west area of France.

Feb 2004 - Jan 2005 (1 year)

Sales executive in charge of development (wholesale).

Nespresso France - Professional machines (B to B).

Oct 1999 - Jan 2004 (4 years)

Sales Manager- Brittany.

Lyreco Group - Office items (B to B).

Oct 1993 - Oct 1999 (6 years)

Sales account executive - Rennes (4 years) - Paris (2 years).

Ostmann Spices U.K (German subsidiary)

1993 (6 months trainings)

Sales account executive in Wales in charge of retail industry.

Fairs : Plymouth County Fair and S.I.A.L Fair in Paris

EDUCATION

Sept 2008-Juin 2009 :

Higher National Diploma in Professional Trainer of Adults.

A.F.P.A (National Professional Training Organism).

Educational contents: adults' pedagogy, training and projects' engineering, professional practice analysis.

1991-1993: Higher National Diploma in International Business (sales, marketing and communication). Trainings : **Ostmann Spices** U.K (6 months) , **Waterman France** (1 month).

1990: European certificate of practice of the English language of the Chamber of Commerce and Industry.

1989: A Levels in literature and foreign languages.