



Léopoldine

Durand

Driving license - Car owner

Topleopoldine@gmail.com

+33 6 63 66 64 29



SKILLS

EVENT OPERATIONS & SALES

- **Event support & coordination** (sports competitions, tourism & cultural events)
- **On-site** operations: logistics, accreditation, signage, guests
- **Outdoor expertise**: Textile, cycling (road, MTB, e-bikes), skiing, hiking
- **Strong knowledge** of technical textiles & outdoor equipment

DIGITAL MARKETING & COMMUNICATION

- **SEO/SEA** (Google Ads, Merchant Center, marketplaces, content writing, email marketing)
- **Web management** (UX/UI, WordPress, Prestashop)
- Social media & content creation (Canva, Photoshop)
- **Press relations**, brand positioning & storytelling

PROJECT & ADMINISTRATION

- **Project** coordination, deadlines & budget monitoring
- **Customer** service & administration **reservations & scheduling**
- **Documentation**, reporting & process optimization

LANGUAGES

- **French**: Native
- **English**: Fluent (TOEIC 880/990)

SOFTWARES & TOOLS

- **Office & Data** : MS Office (Excel – advanced, Word, PP)
- **Web & CMS** : WordPress, Prestashop
- **Design & Content** : Canva, Photoshop
- **Digital Marketing** : Google Ads, SEO/SEA tracking tools
- **Collaboration** : Slack, Teams, Google Workspace, Notion
- **AI Tools** : ChatGPT & generative AI for content & research

EDUCATION

PGE : Programme Grande École

KEDGE BUSINESS SCHOOL

Master in Management (Grande Ecole)

100% English program. Focus: Sport Business, Tourism, Product Development, Project & Digital Marketing, CSR, Innovation & Creativity.

End in 2021

BACHELOR : E-BUSINESS / DIGITAL MARKETING

Digital communication, data analysis, traffic management, SEO/SEA, UX/UI, CMS & web integration.

End in 2019

MANAA (Applied art prep)

Design graphique, communication digitale, design de mode, design de produit

end in 2016

BIKE MECHANICS LEARNING

Maintenance, sales & repair of all types of bicycles (road, city, e-bike, MTB).

2023

EXPERIENCES

EUROPEAN SNOWSPORT

SALES TEAM - ADMIN

Verbier, Switzerland - November 2024 - April 2025 (Winter)

- **Administrative & Booking** Management : Offers, reservations, schedules, payroll
- **Customer Service** & Communication : Emails, calls, in-store reception, personalized advice

ALPINSTORE

OUTDOOR GEAR (SKIS/BIKE) BUYER

Annecy, France - February 2024 - September 2024 (8 months contract)

- Negotiated ski & bike purchases, strengthening supplier partnerships and improving stock efficiency
- Enhanced online catalog & pricing strategy, customer experience, sales conversion

TOTEM SKI SHOP

SKI MAN

Jasper, Canada, Winter 23/24

- **Sales & Rentals**: Skis, snowboards, outdoor gear (multi-brands expertise)
- **Product Knowledge**: Ski, snowboard, alpinism, running, hiking, technical equipment

HYPNOLEDGE

COMMUNICATION & MARKETING MANAGER

Bordeaux, France - 2022 (8 months contract)

- **Digital Marketing & Communication** : Managed SEO/SEA, ads, social media, press; supervised YouTube/TV ad post-production; strengthened skills in tracking, optimization & content creation. Facebook Meta - Instagram
- **Events & Project Management** : Coordinated CES Las Vegas and website launch with UI/UX agency; developed EN/ES customer service, improving user experience & brand presence.

SAINT LAURENT PARIS

PRODUCT DEVELOPMENT & BUYING (TRIMS)

Paris, France - September 2020 - March 2021 (master degree internship)

- **Buying** trims & furnitures (Men & Women PAP, launching PFW, SS 21/22)
- **Quality** management (suppliers, factories)
- **Product development**: Trims development from idea to design creation
- **Inspiration** research for designers : Saint Laurent Archives management

FEED MANAGER

TRAFFIC MANAGER / PROJECT SETUP

Bordeaux, France - Apprenticeship / July 2018 - August 2019

- Digital Marketing Projects : Implemented product data feeds (Google Merchant Center & Ads), managed SEA tracking (UTMs), and optimized marketplace visibility.
- Content & Support : Wrote SEO blog posts, solved IT issues (Excel/CSV), and supported teams with campaign reporting.

SUPERDRY

SALES ASSISTANT

Apprenticeship / September 2017 - July 2018

Key responsibilities:

- **Stock management, logistic**: restocking, inventory, sales, merchandising
- **Customer service**: Loyalty program proposition

ADDITIONNAL WORK

CABANE DE PRA FLEURI - MOUNTAIN HUT HELP

Hérémence, Switzerland - (Summer 2025)

- Mountain Hut Support : Customer welcome, check-in/out, service & kitchen assistance
- Operations : Cleaning, maintenance, and daily hut tasks

VERBIER TOURISM OFFICE

- April But Make it Verbier
- Set up event structures and booths, coordinated teams, 4 events-1 month

XTRME VERBIER (FWT)

- Selling merchandising 2024
- Info point 2025

VERBIER E-BIKE FESTIVAL(FWT)

- Accreditation 2025

TRALLALA BIARRITZ

- Waitress - Runner (summer 2022)

HOTEL AU COMTE D'ORNON

- Night Audit (summer 2020)