



Léopoldine Durand

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 04-07-1996



Motivated by continuous learning, versatility, and adaptability, I am curious and creative. I am seeking to join a company where I can contribute with passion and commitment, and grow together.

SKILLS

EVENT & OPERATIONS

- Event support & coordination (sports, tourism, culture) Premium Partner Coordination
- On-site operations: logistics, accreditation, signage, guest management
- Outdoor product knowledge

SALES & BUYING

- Brand negotiation & purchasing
- Product development & assortment management

DIGITAL & MARKETING

- SEO/SEA & digital campaigns
- Web management (UX/UI, WordPress, Prestashop)
- Social media & content creation (Canva, Photoshop)
- Press relations & brand storytelling

PROJECT & ADMINISTRATION

- Project coordination, deadlines & budgets
- Customer service & reservations
- Documentation & process optimization

LANGUAGES

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

TOOLS & SOFTWARE

- Microsoft Office (Excel advanced)
- WordPress, Prestashop
- Canva, Photoshop
- Google Ads, SEO/SEA tools
- Slack, Teams, Google Workspace, Notion
- AI tools: ChatGPT, generative AI workflows

EXPERIENCES

EUROPEAN SNOWSPORT

SALES AND ADMINISTRATIVE ASSISTANT

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

Administrative and booking management across three ski resorts: Verbier, Zermatt, and St. Moritz.

ALPINSTORE

OUTDOOR GEAR BUYER (SKIS/BIKE)

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

Negotiation and purchasing of more than 15 brands in the ski, bike, and outdoor industry.

TOTEM SKI SHOP

SKI TECHNICIAN AND RENTALS

Jasper, Canada, Winter 23/24

Ski Sales & Rentals of major shop in Jasper

HYPNOLEDGE

COMMUNICATION & MARKETING MANAGER

Bordeaux, France - 2022 (8 months contract)

Supervision of digital and marketing communications
Oversight of customer experience and event management

SAINT LAURENT PARIS

PRODUCT DEVELOPER AND BUYING ASSISTANT (TRIMS)

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

Product development and buying of all trims, covering more than 50 different product types across 3 collections.
Inspiration, archives management, and development of resource books for new employees.

FEED MANAGER

TRAFFIC MANAGER & PROJECT SETUP ASSISTANT MANAGER

Bordeaux, France - Apprenticeship / July 2018 - August 2019

Digital Project management setup data feeds and optimized visibility
Content and SEO Support

ADDITIONAL EXPERIENCES

Cabane de Pra Fleuri - Mountain Hut All-rounder

Verbier Tourism - Event Assistant (4 events in 1 month)

XTREME Verbier (FWT) & Verbier E-Bike Festival - Event Operations

OYKA Clothing - Pop-up Crew

FUSI Clothing - Founder & Project Manager

EDUCATION

PGE : Programme Grande École

KEDGE BUSINESS SCHOOL

Master in Marketing (Grande École)

End in 2021

BACHELOR : E-BUSINESS / DIGITAL MARKETING

End in 2019

MANAA (Applied art prep)

end in 2016

BIKE MECHANICS LEARNING

2023