

Camille Rousseau

Brand Assistant

CONTACT

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United States, New York, NY

EDUCATION

Bachelor of Science in Fashion Marketing and Management

Savannah College of Art and Design,
Graduated May 2021

Certifications

- Luxury Brand Strategy – Coursera x ESSEC – Completed Nov 2023
- Google Analytics for Beginners – Completed Jul 2022
- Social Media Marketing Certification – HubSpot Academy – Completed Mar 2021

LINKS

instagram: camillerbranding

LANGUAGES

- French: Fluent (spoken and written)

HOBBIES

- Enthusiastic about fragrance design, vintage fashion curation, and travel photography.

PROFESSIONAL SUMMARY

A creative and results-driven brand assistant with a passion for luxury storytelling, fragrance positioning, and experiential branding. Skilled at managing influencer campaigns, coordinating high-end product launches, and providing in-depth market insights. Proficient in collaborating with cross-functional teams, including merchandising, PR, and creative, to drive impactful brand experiences and elevate consumer engagement.

EXPERIENCE

Brand Assistant, Fragrance Division 2022 - Now LVMH, New York, NY

- Spearhead the regional launch of Dior's Maison fragrances across U.S. boutiques, driving product awareness and customer engagement.
- Manage influencer gifting campaigns, ensuring alignment with brand image and strategic marketing goals.
- Execute high-touch consumer experiences and VIP client events, enhancing brand loyalty and visibility.
- Coordinate localization efforts for European marketing assets, ensuring seamless adaptation for North American consumers.

PR & Branding Intern 2021 - 2021 Chanel USA, New York, NY

- Tracked media placements and key celebrity/influencer mentions, compiling reports to inform PR strategies.
- Assisted in organizing the prestigious NYFW gifting suite, overseeing product placement and press kit distribution.
- Collaborated with the branding team on luxury press kit design, ensuring consistency with the brand's aesthetic.

SKILLS

Luxury Retail Brand Planning	★★★★★
High-End Visual Merchandising Execution	★★★★★
Editorial Asset Management	★★★★★
International Market Adaptation	★★★★★
Trend Forecasting	★★★★★
Influencer	★★★★★