

ANAIS MEURET

COMMUNICATION & BRAND MANAGER



Results-driven marketing professional seeking new opportunities and challenges within the FMCG industry. Experienced in developing and executing marketing, communication, and media plans for multi-brand portfolios, while managing budgets to ensure efficient allocation. Proven track record in analysing markets, competition, and consumer behaviour to leverage data-driven insights and build effective brand strategies and activations, both on- and off-trade.

CONTACT

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- 📁 [Portfolio](#)
- 🚗 Valid EU driver's license

EDUCATION

Dublin Business School

2021 - 2022

MSc in Marketing

ISEG Marketing & Communication

2019 - 2020

MBA in Marketing, Brand Management and Innovation

2016 - 2019

Bachelor in Marketing and Communication

HARD SKILLS

- Project Management
- Data Analysis (e.g., Google Analytics, Google Search Console)
- Market & Competitor Research
- Digital Advertising Platforms
- Marketing Automation Tools: Klaviyo, Mailchimp
- Social Media Marketing Tools
- CMS Software: WordPress / WooCommerce
- Adobe Suite: Photoshop, Illustrator, InDesign, Premiere Pro
- MS Office
- Digital Tools / AI
- HubSpot Inbound Marketing Certification

CAREER HISTORY

Communication and Brand Manager | TOS DISTILLERIE

Aix-Noulette, France

Since September 2021

Distillery from the North of France, owner of the Distillerie de Wambrechies

BRAND STRATEGY & PERFORMANCE

- Conduction of **market research**, competitive analysis, and consumer trend analysis to inform strategic decisions
- **Development and execution of marketing, communication and media plans** for T.O.S Distillerie and La Distillerie de Wambrechies, covering 4Ps, customer engagement and activation strategies, retail strategies, product innovation, and packaging development
- **Defined brand KPIs and analysed campaign and sales performance**, leveraging insights to optimise marketing strategies (e.g., CRM performance, consumer engagement, and ROI tracking)
- **Overseeing marketing budgets** and P&L to deliver cost-effective activations, ensuring alignment with business goals
- **Work directly with the CEO** to define and execute the brand's strategic vision, transforming business objectives into actionable marketing plans, delivered **biannual presentations to the CEO and shareholders**
- Collaboration with cross-functional teams (sales, trade marketing, finance, supply chain, etc.)
- **Managed and mentored 2 junior team members**, ensuring collaboration and project success
- **Management and coordination of external agencies and stakeholders** (communication, design, printing, web, suppliers)

BRAND ACTIVATIONS

- **Developed and executed activations across on-trade** (tastings, cocktail pairings, food pairings, bar animations, ...) and **off-trade** (Christmas market activations, trade fair stands, ...)
- Led the **development of new products**, expanding the portfolio to meet evolving consumer preferences and increasing the average basket size by 22%
- Developed and implemented **communication plans**: ATL (radio, print advertising, ...) and BTL (PR, events, direct marketing, SM, ...)
- Successfully managed the **launch of new products** (whisky, gin, cross-selling products, ...)
- **Managed and engaged a VIP whisky club**, organising events, tastings, exclusive offers, and relationship-building activities
- Collaborated with sales teams to **develop trade proposals and marketing tools**, securing new accounts and strengthening customer loyalty
- **Represented the brand at key industry events** (Whisky Live, Gin Addict, Wine Paris, etc.)

LANGUAGES

- **French**: native speaker
- **English**: fluent

SOFT SKILLS

- Leadership & Teamwork
- Strategic & Analytical Thinking
- Project & Time Management
- Organisation & Attention to Detail
- Communication & Presentation
- Adaptability & Creativity
- Independence & Curiosity

INTERESTS

- Sport (judo, ballet, running, gym)
- Art & Crafts : painting, DIY, ...
- Discovering new cultures
- Cooking

 [LinkedIn](#)

 [Portfolio](#)

CAREER HISTORY

DIGITAL MARKETING

- **Launched and managed an e-commerce website**, increasing online sales by 52% in the first year and improving SEO performance
- **Development and execution of digital marketing strategies**, leveraged digital insights (CRM, SEO, social media) to inform brand innovation and drive consumer-centric product development
- Creation of **content for social media** (IG, FB, LinkedIn, YT) / **advertising** (in & out store) / **POS materials**
- Managed **influencer partnerships and campaigns** to enhance brand reach and engagement

Project Manager | TOS DISTILLERIE

September - December 2020

Aix-Noulette, France

Distillery from the North of France, owner of the Distillerie de Wambrechies

- **Development and execution of communication and media plans** to support the launching strategy of the distillery's first whisky, Artesia, with the first batch selling out in three days
- **Launched direct marketing initiatives**, such as newsletters and targeted campaigns, to drive customer retention and sales
- Developed and executed **a social media and press strategy**, boosting brand awareness and engagement.

Assistant Project Manager | Syndicat Général des Vignerons de la Champagne

Épernay, France

June - August 2020

Trade Union of the winegrowers of Champagne France

- **Developed a digital sales tool** in collaboration with a media agency to showcase the new "Champagne" campaign
- Conducted **market research** for the creation of the future Champagne shop for the Trade Union
- **Managed a pop-up store** for Champagne de Vignerons
- **Created and maintained a database** of wine shops in France
- Sourced and **managed various service providers** (suppliers, creative agencies, etc)

Fashion Marketing Intern | C&C Children's Wear

May - August 2019

New-York City, United States

Import of high-end and fashion forward European children's clothing to the United States

- Assisted in **securing appointments with new and existing clients** to drive seasonal visits to the showroom and present new collections
- **Prospecting** and identifying potential clients
- Assisting the sales and logistic team
- Assisting the CEO in creating reports and emails follow up
- **Managed an outdoor wear collection**, overseeing sales and logistics operations