

DAMIEN HAAS

30 years old

📍 : Shanghai, China

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8+ years working experience •
Digital, E-Commerce, Social media, CRM expert •
traditional Marketing background •
strong understanding of Asian markets •



WORK EXPERIENCE

L'ORÉAL GROUP - 7+ YEARS

L'ORÉAL CHINA	HEAD OF E-COMMERCE, LUXURY BRANDS	
2013 8 months	Lead e-commerce activity of L'Oréal Luxury brands (manage 7 websites, 5 people team) › Build traffic (search, media, e-mail), promotions & offer, websites animation and evolutions › Manage 3 rd parties (creation agencies, technical partners, logistics...) and pilot e-commerce P&L	Shanghai 📍
LUXE DIVISION	HEAD OF DIGITAL MARKETING, ASIA ZONE	
2011 - 2012 2 years	Define digital strategy, related KPIs and roadmap for L'Oréal Luxury brands in Asia-Pacific: › Define and deploy e-commerce business models throughout the Zone › Build user experiences through Internet websites, social platforms, mobile › Develop headquarter teams' understanding of Asian digital market › Accelerate digitalization of the Zone, adapt organizations and evangelize new trends	Paris 📍
LA ROCHE-POSAY	INTERNATIONAL PRODUCT MANAGER, SKINCARE	
2009 - 2010 1 year 10 months	› Manage products portfolio evolution (market analysis, development opportunities, animations) › Develop full marketing mix: concept, formula, packaging, communication › Coordinate multi-functional team: R&D, industrial development, logistics, evaluation labs	Paris 📍
VICHY	ASIA ZONE MARKETING COORDINATOR	
2007 - 2008 1 year 5 months	› Implement brand strategy in each country, coordinate local marketing teams, share best practices › Lead market/consumer studies, adapt launches for Asia-relevant strategy, communication, media plan	Paris 📍
L'ORÉAL KOREA	CRM & E-BUSINESS MANAGER	
2006 - 2007 1 year 6 months	Develop and implement new relationship marketing strategy for the Luxury division: › Define consumer-centric communication plan, segmentation and loyalty programs for the brands › Deploy and manage new integrated CRM platform (pilot project then rolled-out all across Asia)	Seoul 📍
L'ORÉAL E-STRAT	ASSISTANT PROJECT MANAGER	
2005 - 3 months	Develop and deploy of e-Strat - global online business simulation with recruitment purpose	Paris 📍

PUBLICIS NET

2005 7 months	ACCOUNT MANAGER for Garnier (L'Oréal Group) FR and UK: strategic planning, online communication design, production piloting (creative, technical & writing work), profitability management	Paris 📍
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MEDIASTAY

2004 - 7 months	Marketing and development of 'Kingoloto.com', today's biggest lottery website in France	Paris 📍
Since 2000	As a freelancer, creation of websites, logos, print ads & other communications material	

EDUCATION

PARIS DAUPHINE UNIVERSITY

2004 - 2005	DESS 226 Master's degree in Media and Digital Media Management / <i>with honors</i>	Paris 📍
2002 - 2004	MSG MARKETING Bachelor's degree in Management, specialized in Marketing / <i>with honors</i> Best grade of the University for the 'End of studies project'	
2000 - 2002	DEUG ÉCONOMIE & GESTION Associate's degree in Economics and Management	

OTHERS

French	Native	Computer skills	Microsoft Office, Siebel Marketing, Photoshop, Illustrator & Flash
English	Fluent		Languages: PHP, MySQL, HTML, JavaScript, ActionScript
Chinese	Beginner (learning)		

PHINEDO.COM	CO-FOUNDER & VICE-PRESIDENT	
2000 - 2003	Dauphine social network, biggest website created by students in France. In charge of a 25 persons team.	

Interested in travelling: overseas trips in more than 40 countries (Asia, America, Africa and Europe).
Passion for Asian arts and cultures. Interested in graphic arts (infographics/design) and photography.