

## Charlotte Marcy

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### Profile

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Creative and passionate Life Coach, French Teacher and Translator, and Yoga Teacher, dedicated to fostering a safe environment for students and clients to feel empowered, relying on traditional and out of the box approaches to lead others toward success, with hands-on experience in the Fashion Business in France

### Education

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#### Concordia University, Montréal, Canada

Professional and Personal Coach Certification - International Coaching Federation (June 2016)

#### Kundalini Research Institute, NM

Kundalini Yoga Teacher Training Level I - Rochester, NY (June 2012)

#### North Carolina State University, Raleigh NC

Textile Marketing Certificate (GPA : 4.0), North Carolina State University, Raleigh (1986 - 1987)

#### SKEMA Business School ([www.skema-bs.fr](http://www.skema-bs.fr)), formerly ESC Lille, France

DESCAF (Diplôme d'Études Supérieures de Commerce et d'Administration Financière) (1985)

Master's degree in Business and Administration

Major: Marketing for small and medium sized companies

### Professional Experience

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#### Personal and Professional Life Coach

(2017)

[www.charlottesmarcy.com](http://www.charlottesmarcy.com)

- Designed a Personal and Professional Coaching Program to help women **Reclaim their visibility and thrive**.
- Worked with clients who want to live their most vibrant and fulfilling life and brand their new project.
- Developed coaching curriculum to help millennial to mature clients find their drive and reword their path.

#### Freelance French and English Translator

(1995-present)

*French Territories Translation Services, Rochester, NY*

- Translated marketing collaterals, user interfaces, web sites, technical documentation, e-learning programs for the US, UK, French and French Canadian markets.
- Main fields of expertise as a freelancer: marketing, business, economics and finance, human resources, IT, fashion and textiles, education, search engine optimization
- Main clients included: Xerox, Microsoft, Owens Corning, **Under Armour, Ralph Lauren, Mexx, Nike, Adidas, Ecco, Lectra Systems**, TRESemmé, Dove, Franklin Covey (The Leader In Me, The 7 Habits of Highly Effective Teens), United Airlines, Deloitte, HSBC, First Nation Statistical Institute, Canada Life, Eli Lilly & Company
- Worked on transcreation for ads and videos working closely on localization with advertising agencies abroad.
- Voiced-over professional videos, for ex., : <http://www.youtube.com/watch?v=1hWITBFomXw>.

#### Adjunct French Professor

(2014-2015)

*Eastman School of Music, University of Rochester, Rochester, NY*

- Designed and taught FRE 101 and FRE 201 French classes to music and vocalist students
- Based curriculum on the traditional assessment method, while also putting an emphasis on elements students would use as future professional musicians like resume, biography and social media profiles in French
- Organized individual presentations run by the students in connection with their personal interests
- Introduced technology and more interactive media to captivate attention
- Provided extra support for students with academic difficulty

**Adjunct French Professor**

(2005-2014)

*Monroe Community College, Rochester, NY*

- Designed and taught FRE 101-103 French classes for beginner and intermediate students
- Efficiently used modern media (photo, film, collages) to facilitate oral and written expression
- Worked with a population of students from diverse backgrounds, age and cultures
- Encouraged curiosity and creativity based on students personal experiences to stimulate interaction

**Product Manager, Business Strategy**

(1988-1995)

*Camaïeu, Roubaix, France*

- Studied market evolution, led competitive intelligence and anticipated trends.
- Developed the business vision for Women's Jackets, Suits and Outerwear lines until 1992, then Pants/Skirts until 1995 and negotiated budget inside the company's strategy between the various product lines.
- Defined collection brief, offer, product choice and price for the specific target.
- Managed a team of buyers, designers and stylists to work on the collection plan.
- Supervised procurement process, building relationship with fabric suppliers and apparel makers.
- Oversaw spec sheets with pattern makers to facilitate the quality process up to the finished product.
- Worked with key stakeholders from flagship stores to constantly improve the product and its merchandising.
- Budget responsibility: \$120 M, about 15 % of the company's turnover.

**Product Manager Assistant**

(1987-1988)

*RODIER, Paris*

- Prepared sales forecasts analysis for Knitwear, Ready-to-wear and Accessories product lines
- Assisted for the preparation of the lines collection, interacting with design bureau and product managers

**Manager's Assistant**

(1985-1986)

*Chamber of Commerce, Indigo Salon, Lille, France*

- Organized INDIGO, designers' trade show for the home and fashion industry, now part of Première Vision.
- Managed PR and advertising agencies and coordinated the fashion trends forum with Li Edelkoort.

**Other teaching experience**

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**Kundalini Yoga Teacher**

(2012-present)

- Taught weekly classes: Corporate Yoga at Thomson Reuters, Adult classes at Natural Oasis (Monroe Av.), Penfield Racquet Club and Flourish Yoga Project, in the Rochester, NY area
- Designed classes for ages ranging from children to the elderly
- Started Teacher Training Level II (to reach RIT 500 level in 2019)

**Volunteer Work and Community Service**

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First Impressions Styling Coach at *Dress for Success, Rochester branch*Seamstress at the "Yes to the Dress" event at *Brighton High School*Wardrobe supervisor at *Garth Fagan Dance performances***Citizenship**

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French and US