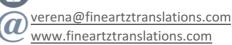


## Verena ARTZ











# WORK EXPERIENCE

### April 2016 - Now

### Freelance Translator – Fine Artz Translations

- English and Spanish into French
- Specialized in marketing, promotional and sales content
- General and technical translation

Business: food and drinks, skincare, IT/software

## July 2014 – December 2015

# Export area manager / Americas - Groupe LEA NATURE - FRANCE

- Conduct differentiated market studies for the American continent
- Set up entry, commercial and marketing strategy
- Prospect and meet partners: importers, distributors, PR agencies, logistics, legal....
- Translate marketing and promotional documents
- Make adapted offers suiting the corporate commercial strategy and profitability requirements
- Provide personalized marketing/ sales support to customers
- Organize and participate in international trade shows

Business: Organic food & organic skincare

#### November 2013 - June 2014

### Export sales support manager / Asia Pacific – Groupe LEA NATURE - FRANCE

- Process client orders
- Translate marketing and promotional documents
- Provide personalized marketing/ sales support to customers
- Deal with logistics and customs documents

Business: Organic food & organic skincare

### February 2012 – October 2013

### Operational marketing manager – Natescience - Groupe LEA NATURE - FRANCE

- Participation in marketing mix elaboration
- Setting up of the trade/promotional strategy
- Trend monitoring and benchmarking
- Referencing/negotiation meetings with major national retail accounts

**Business:** Natural health supplements

# January 2009 – October 2013

# Sales support manager – Natescience - Groupe LEA NATURE - FRANCE

- Project manager for POS material & information for 5 skincare brands
- Trend monitoring and marketing recommendations
- Price negotiations and buying
- Budget setup and follow-up

**Business:** Organic skincare

## **EDUCATION**

## January 2008 - December 2008

Master's degree, internationalization strategies - with high honors

La Rochelle Business School, France

### September 2000 - June 2005

Master's degree, Languages and international business - with high honors University of La Rochelle, Department of Languages and Human Science, France

### June 2000

Baccalauréat (high-school graduation), spe. economics - with high honors Lycée Jean Dautet, La Rochelle, France

## **PERSONAL SKILLS**

### Languages

French: mother tongue English: bilingual

Spanish: full professional capacity

Portuguese: partial professional capacity German: partial professional capacity

#### Communication

Good communication skills – obviously!

Open-minded and international approach

### Working skills

Passionate and curious
Quality- and efficiency-driven
Flexible and customer oriented

### Beyond work...

Reading: 19th century Russian authors; fantasy... And a lot more.

Chess Bakery