



Verena ARTZ



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18/10/1982



French

## WORK EXPERIENCE

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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

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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: 19<sup>th</sup> century Russian authors; fantasy... And a lot more.

Chess

Bakery