



## TERNOVYKH KSENIA

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### Education

**2013-2014**                    **Master's degree in Marketing and Strategy, Paris Dauphine University, France**

**Courses in English:** Strategic Marketing, Strategic Management, and Services Marketing

**Courses in French:** Product Policy, Consumer Behavior, International Marketing, and Distribution

**2012-2013**                    **Management and Economic Bachelor's degree, Paris Dauphine University, France**

**2009-2010**                    **Alexander Dumas French High School, Moscow, Russia**

French secondary school diploma with honors

### Work experience

**January – July 2015**                    **International Product Manager Assistant, Groupe SEB, Lyon (internship)**

**(6 months)**

*(World leader in small household equipment, turnover: 4 billion €, 25 000 employees)*

- Market analyses: sell-out (GFK panels) & sell-in (internal reporting)
- Development of new products (design, packaging, user manuals, product booklets for internal use)
- Participation in consumer studies (brief, analysis of results & recommendations)
- Analysis of new competitors products

**July – December 2014**                    **International Product Manager Assistant, L'Occitane en Provence, Paris (internship)**

**(6 months)**

*(Cosmetics group, turnover: 1 billion €, 6 600 employees)*

- Development of new products (formulas, packaging, product & web texts)
- Monthly analysis of performances: Campaign Reviews (Cognos) and competitors sell-out (Euromonitor)
- Development of launch notes for internal teams (subsidiaries & shops)
- Analysis of new competitors products (Internet, press, store checks)
- Research for new concepts (recommendations regarding future launches)

**June – August 2013**                    **Product Manager Assistant, Ipsen, Moscow (internship)**

**(3 months)**

*(Pharmaceutical group, turnover: 1,2 billion €, 4 900 employees)*

- Development of a half year report (market shares analysis, sales forecasts)
- Product development in collaboration with the Strategic department
- Development of a website for patients & creation of booklets for patients and doctors
- Various administrative tasks (organization of business trips, improvement of promo materials, note-taking during teleconferences with the Head Office)

**May – August 2011**                    **Sales Associate, Abercrombie&Fitch, Paris (CDD)**

**(3 months)**

*(American clothing company, turnover: 3 billion €, 9 000 employees)*

- Preparation of the first Abercrombie&Fitch flagship opening in Paris
- Stock replenishment
- Customer services

### Extra skills

**Languages:**    **French:** bilingual                    **Russian:** native speaker                    **English:** fluent (TOEIC 930/990)

**IT skills:**                    **Pack Office, GFK, Cognos:** fully literate                    **SAP, SPSS:** working knowledge