



CHARLOTTE WOOD

VALENTINO BEAUTY

GLOBAL RETAIL & EDUCATION MANAGER

L'Oréal – Paris, Île-de-France, France.

CONTACT

Currently based in Paris, France as an expat from London, England.

Charlottewoodmua@outlook.com

Website
charlottewood-mua.com

SOCIALS



@CharlotteWood.mua
Click icons to view

SKILLS

E-Learning Scorm / LMS Creation – Expert
Social Content Creation - Expert
Power Point – Advanced
Excel – Intermediate
Photoshop – Intermediate
Film Editing – Intermediate
Social Media – Advanced

EDUCATION

Bachelor of Arts (BA) in Dance & Musical Theatre.
Millennium Performing Arts, London
2005-08
10 GCSE's Grade A-C Beauchamp College Leicester.

PROJECTS

L'ORÉAL DMI
PILOT TEAM
for positive in team development
L'ORÉAL UKI
SERVICE RETAIL ACADEMY
Lead trainer & committee member
BE LUXE BA PROJECT
Education committee & Skills trainer

KEY HIGHLIGHTS

- Head of department for Global Retail & Education for Valentino Beauty, L'Oréal Luxe, based in Paris, France
- Responsible for the development and implementation of the 360 Online & Offline Global Retail Education strategy across all axis and brand DNA
- Engaging and upskilling the local Market and Zones Retail Education teams and in turn the professional community (BA's / E-Bas / NPAs etc.) to provide the best experience to our customers, by creating tools & content, developing career paths, artistry strategies and service excellence aligned to Zone, HR and Service Retail Academy needs and policies
- Recognized as a L'Oréal Luxe Global Education Teams best practice for BA and Artist advocacy and engagement strategy, due to visibility and opportunities created for teams and social media exposure
- Developed and launched with ongoing management the first (within L'Oréal) BA Virtual Flagship Store for global training and engagement
- Planned, executed and hosted in person and virtual Global Retail Education Seminars and Artistry Seminars
- Global Team management for National Pro Artists, including Social Media pages (Instagram & TikTok) and content, Event and Celebrity partnerships for both Valentino Beauty & Maison Valentino plus artistry training and seminars
- Working professional Make-up artist leading on Global brand marketing campaigns, social content and events
- Created strategy and launched Virtual Consultations/Masterclasses, Livestream Shopping (Tmall etc.) and Live Chat on D2C in line with global brand Tone of Voice and Retail Excellence strategy
- Leading brand in L'Oréal Luxe for Make-up Service in Mystery Shop for 2 years running.

KEY SKILLS

- Global Education strategy & execution
- Team Management
- Public speaking & presenting
- Social media expertise with content and community management
- Uniform & Tools development and management
- Seminar / Workshop planning, creation and delivery all axes Skincare / Makeup / Fragrance / Digital
- Professional Make-up Artistry Skills – Celebrity & Red-carpet, High-profile events, global brand campaigns includes E-Commerce and Social content
- Live audience and on camera presentation and artistry skills
- Platform creation & community management
- E-Learning strategy and content creation

EXPERIENCE

GLOBAL RETAIL & EDUCATION MANAGER - VALENTINO BEAUTY.

August 2021 – Present. Paris, France.

KEY ROLES/RESPONSIBILITIES & ACHIEVEMENTS –

- Create and implement Global Retail Education strategy
- Development of career paths and certification for BAs, Artists, Senior Artists, National Pro Artists & Fragrance Experts aligned with brand strategy and priorities
- Ownership of Retail Excellence & Experience O+O Inc. Services and Tools achieving growth on Mystery Shop and CXE results.
- Drive brand performance & growth through relationships with local teams and BA productivity and service execution.
- From brief, create the education concept and content for launch and activation of new products
- Create & manage the brand uniform & grooming standards in partnership with Maison Valentino

CONTINUED

ARTISTRY & EVENTS

RED CARPET / CELEBRITY

Adut Akech
Dixie D'amelio
Michelle Yeoh
Ashely Park
Taylor Hill
Tommy Dorfman
Kathryn Newotn
Alton Mason
Aisling Bea
David Oyelowo Celia
Imrie Hayley Atwell
Tuppence Middleton
Jolie Richardson

EVENTS

Maison Valentino Couture
Maison Valentino Pret-A-Porter
Maison Valentino x My Theresa
BAFTA Film Awards
BAFTA TV Awards
British Fashion Awards
Harpers Bazaar Women of the
Year Awards
Valentino Beauty Press
Events
Empire Film Awards
National Television Awards
Vogue Gala

CAMPAIGNS

Valentino Beauty 11:11 Beauty
Campaign
Valentino Beauty CNY Beauty
Campaign
Valentino Very V's Social
Campaign

EDITORIAL

S Magazine – Sunday Express
The Observer
OK! Magazine Harrods
Magazine Red Magazine
Hello! Fashion Monthly
Evening Standard

RETAILER SOCIAL PARTNERSHIPS

John Lewis
Harrods
Boots
Feel Unique

EXPERIENCE *CONTINUED*

- Plan and host Global & Local Training Seminars and Press Events
- Manage National Pro Artists team, inc. Global Events, Celeb partnerships, Internal shoots and Branded social media pages
- Consult on product development and support with consumer insights on concept, texture / colours and launch plans
- Manage Retail Education Budget
- Recognised best practice for Valentino Beauty Global BA & Artist Engagement and Advocacy strategy
- Creation and on-going management of first Virtual BA Flagship Training Store.
- Recognised artist in house for Valentino Beauty & Maison Valentino.

EDUCATION MANAGER - ARMANI BEAUTY & VALENTINO BEAUTY UK&I.

July 2019 – August 2021. London, England.

- Launched Video Consultations & Live Chat with Omni-BA's on Armanibeauty.co.uk.
- Launched Virtual Service Menu on retailer websites and instore.
- Gained an increase on Mystery Shop Results 2020 vs 2019. +2 points.
- Delivered +179% YTD 2020 result on fragrances (exc. Privé) on Armani Beauty Counters with launch of MY WAY edp vs 2019.
- Successfully switched to 100% virtual training and content creation in 2020.
- Armani Brand chosen for Pilot launch of One Retail & Wall Retail & Education platform.
- Strategy and execution for all brand trainings & education.
- Highly successful in both face to face & virtual settings.
- Full Omni-channel mindset for both training & instore customer experience.
- On counter tools, Hygiene & Uniform management.
- Education budget management.
- Confident presenter both face to face & on camera.
- Coaching and management to develop in store service with positive results in mystery shop.
- Content and engagement management on BA Facebook page.

EDUCATION MANAGER, DIGITAL – RETAIL & EDUCATION, LANCÔME UK&I

June 2016 - July 2019.- London, England.

- 2 years growth on growth engagement on My Lancôme Learning Platform from launch in Jan 17' with weekly animation and content creation.
- Creating E-Learning & Classroom trainings rolled out as DMI global best practices.
- Created & delivered workshops for national Beauty Advisor training conferences and regional trainings in Makeup & Digital / Social Media and supported retailer fragrance conferences
- Introduced Online Product Guide to Lancôme UKI BA population & retail partners Boots & The Perfume Shop
- Introduced and manage 'BA Influencer' programme within Lancôme UKI population specialising in growing social media and digital skills and awareness
- Daily management of the Lancôme UKI Digital Learning platform 'My Lancôme' which allows all 1300 Beauty Advisors 24/7 access to current, educational & inspiring brand content across three axes / service / trends
- Training / module creation for Skincare / Makeup & Fragrance in line with UKI & Global education strategy
- Site & Community management
- Analytical progress and user reporting
- Budget tracking for all digital tools and training
- Participation of quarterly DMI & Zone taskforce

RETAIL MAKE-UP ARTIST & E-BA - Lancôme, Selfridges W1, London., UK. 2012-2016

PROFESSIONAL MAKEUP ARTIST - Freelance. 2012 – 2021

LANCÔME PRO ARTIST - London based, UK, 2014 -2019,

PERSONAL STATEMENT

I have proven myself to be a personable and vibrant team member, with a positive and proactive attitude to obtain goals and succeed. I am highly motivated and flexible in both creative and corporate environments whether it be a team or solo projects. I have a strong eye for detail and passion for the beauty industry particularly upskilling and nurturing talents.