

Quentin FREYCENON

Third-year student at the École Supérieure du Parfum, in Paris

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I am curious, eager and thorough. My aim is a simple one: to understand perfumery in all its variety before deciding exactly what place I would like to hold in it.

EXPERIENCE

- Jun. 26 – Sep. 26 **Marketing Assistant** — Xions Group
- Marketing** — Jul. 26 – Sep. 26
- Three of the group's brands: L'Entropiste, sold in over 40 countries, and the launch of Masqly and Sunlution
 - Brand positioning, media strategy, social media and content creation
 - Benchmarking, market research, B2B newsletters and marketing materials
 - New window displays for the flagship store
- Retail** — Jun. 26 – Jul. 26
- Welcoming clients and suppliers
 - Commercial prospecting and customer follow-up
 - Competitive analysis
- Best niche fragrance** — Fragrance Foundation France. Dorian's Spleen, eau de parfum by L'Entropiste
- In a few months this placement moved from retail to multi-brand marketing. One of the clearest proofs of how much I put into it.**
- May 26 – Present **CEO** — Brigadd
- Product direction: functional specifications and requirement documents
 - Brand identity and positioning
 - Pricing strategy: everything included in the price, with no paid add-ons
 - Sales and customer relationships, from first contact to onboarding
- Sep. 25 – Present **Volunteer at the Osmothèque** — International conservatory of perfumes
- Setting up lectures and talks
 - Running children's workshops at the Cité des Sciences
- This experience feeds my taste for passing on the craft and the traditions of perfumery, a teaching dimension I mean to keep in my career.**
- Apr. 25 – Present **Product Associate** — Quick Studio
- Helping draft the specifications for improving the software
 - Developing a functional strategy to improve the software's customer experience
 - A first grounding in entrepreneurship and business development
- Jun. 25 – Aug. 25 **Sales Advisor** — Marionnaud
- Working towards shared targets with partner brands and distributors
 - Selling techniques built around customer satisfaction
 - Welcoming customers and advising them one to one
 - Stock management, replenishment and sale-season campaigns
- Nov. 23 – Oct. 24 **NationsGlory Administrator** — Webnation SAS
- Organising a team of around twenty people
 - Running events and schedules
 - Setting short-, medium- and long-term strategy for the running, the management and the prosperity of the server

EDUCATION

- 2024 – 2029 **École Supérieure du Parfum & de la Cosmétique - Paris** — Creation & Management for the fragrance industry
- Jul. 26 **Inside LVMH Certificate** — Creation & Branding, Operations & Supply Chain
- Mar. 25 **Driving licence, category B**
- Jun. 24 **Baccalauréat, general stream** — Majors in Physics & Chemistry – Mathematics – Computer Science

SKILLS

Figma, Notion, Da Vinci Resolve, AI, Google & Apple suites