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# Marine Karlen

Visual Merchandising Manager

24.04.1991

Swiss (Vaud)

Sonnenbergstrasse 24

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## Experiences

**2018-Current**

**Global Visual Merchandising Designer Manager,  
La Prairie Group**

- VM planification and installation for new concept counter openings
- Management of counter visualisation and brand consistency of 266 existing POS worldwide (TR EMEA, NAM/LATAM, DM Middle East)
- Implementation of new products within POS and creation of specific guidelines for each counter. Follow-up on execution
- VM assets forecast and budget planning
- Creation of outposts and windows scenographies following marketing calendar
- Creation of VM displays, signage and props for POS + follow-up on production with external agencies.
- Trainings on counter Luxury Execution & maintenance for Retail Coaches
- Visual conception, planification and organisation of events and fairs

**2017-2018**

**Visual Merchandising Intern, La Prairie Group**

- Branding and design of the new product launches
- Visual Merchandising follow-up on POS

**2015-2017**

**Visual Merchandising Design mandates, ESVMD**

Hieber.de - Packagings creation, POS solution & space design  
Eva. J Cosmetics- Visual communication & branding, display & packagings creation

Mondaine Watch - Flagship store concept, scenography, marketing strategies & visual communication

**2015**

**Interior Designer, Freelance, L'Oréal Genève**

Space and interior design

**2011-2015**

**Polydesign 3D, Migros Vaud Group**

Creative development, planification and realisation of window displays and space scenography for leading Swiss retail group's brands

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## Skills

- Implementation of VM strategies in Luxury environment POS
- Visual communication and image strategies
- Customer path creation within POS through cognitive strategies
- Assets forecast and budget planning for existing and upcoming stores openings
- Training and coaching on Visual Merchandising Luxury Execution for POS staff
- Event design project management and follow-up on production with external agencies

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## Softwares

Adobe Creative Suite  
MS Office  
IWD  
Sketchup  
AutoCad

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## Languages

French: Mother tongue  
English: Professional  
German: Basic

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## Education

**2015-2017**

**Visual Communication Designer, Specialisation in  
Visual Merchandising Design (HF Diploma)**

Ecole Supérieure d'Arts Appliqués (ESAA), Vevey/CH

**2011-2015**

**Polydesigner (EFZ Diploma)**

Migros Vaud, Ecublens/CH

**2007-2010**

**Commercial Retail Management (EFZ Diploma)**

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