

Aurélien Lorang

Brand Marketing Senior Manager



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MASTER STAPS MARKETING
English bilingual

Lead & drive brand strategies and activations to create strong emotional connection between brand and consumers as well as maximizing revenues (online & offline)

Expert in Brand, Digital, Retail & Communications

COMPETENCIES

LEADERSHIP & MANAGEMENT

- Lead by example
- Manage external partners (clubs, agencies)
- Team Player & enabler

BRAND STRATEGY

- Brand strategy & vision
- Define & localize brand positioning
- Drive business

BRAND ACTIVATIONS & EXECUTIONS

- Connect Brand & consumers
- Create, build & execute disruptive activations
- Maximise connections between digital & retail
- Lead and drive integrated marketing plans through Brand experience, events, retail, digital, medias, PR, membership.

ASSETS MANAGEMENT

- Manage global brand assets and influencers
- Identify new profiles (sport, music, fashion, social)
- Develop brand integration (& sales)

BUDGET MANAGEMENT

- Build & pilot resources to hit targets within budget

LANGUAGES

- English: bilingual
- French: mother tongue

EDUCATION

Université de Nanterre Paris X
Master Management du Sport (STAPS)

HOBBIES

Expert Street Culture
Sneakers Addict
Video Games

PROFESSIONAL EXPERIENCES

NIKE INC.

PARIS + NORTHERN EUROPE

FOOTBALL/PSG MARKETING SENIOR MANAGER (17-22)

- Create, drive & execute every PSG CLUB JERSEY launch since July 18
- Drive the brand activations across all channels (integrated marketing plans)
- Activate the rights with key Nike Football stakeholders: PSG, Global Nike Athletes (Mbappe, Marquinhos, Verratti, Marie Katoto, Grace Geyoro, Nadia Nadim)
- Lead team of 10 people (including external)
- Key Achievements:

1/ Lead and drive the launch of the disruptive PSG x JORDAN collaboration in FA18
2/ Innovative Neymar & Mbappé arrivals at PSG plan thru social in Aug 2017
3/ AS Monaco & NIKEiD Celebration Plan with Mbappé/Falcao in May 2017

NIKE INC.

EUROPEAN HEADQUARTERS - AMSTERDAM

NIKEiD/BY YOU MARKETING SENIOR MANAGER (13-17)

- Coordinate & integrate Global NIKEiD/BY YOU campaigns
- Develop & execute local relevant Europeans/Countries campaigns
- Integrate NIKEiD/BY YOU plans into each brand country plans, category & functions
- Key Achievements:

1/ Initiate, build & execute the disruptive AM90 x PSG iD launch with Global/France
2/ Brief & execute the most successful launch ever in Europe with Huarache iD
3/ Continue FB stories with the launch of AM1 FCB + PSG

NIKE INC.

EUROPEAN HEADQUARTERS - AMSTERDAM

NIKEiD/BY YOU RETAIL MANAGER (08-13)

- Manage NIKEiD/BY YOU doors in Europe
- Develop, design, train & expand the retail fleet
- Create seasonal merchandising strategy to maximise revenues
- Manage & motivate local retail teams to achieve targets
- Key Achievements:

1/ Expand Fleets from 2 to 17 retail locations
2/ Become #1 Region globally in term of revenues
2/ Launch the global flagship retail space at Niketown London

NIKE INC.

PARIS - NIKEiD Retail Team Leader (05-08)