

details  
[17/10/1995]  
[french]

contact  
[+971 58 546 1876]  
[contact@julietuan.com]

languages  
[french native]  
[english fluent]

address  
[hive jvc  
dubai, uae]

## Julie Tuan

# BRAND MARKETING DIRECTOR

8 years of experience across brand creation and strategy, business development, artistic direction, performance marketing, campaign production, CRM, brand ambassadors and paid media.



## WORK EXPERIENCE

### BRAND MARKETING DIRECTOR - Cruel Pancake

2020 → today | Dubai

Brand Marketing Director at Cruel Pancake, an e-commerce (B2C) fashion and fragrance startup founded by French entrepreneur Hugo Philip. Led brand strategy, creative direction, community growth and go-to-market ownership from day one.

- **BRAND & MARKETING:** built brand foundations, artistic direction, campaigns and community storytelling.
  - Scaled France to €10.8M revenue (2021-2025).
  - Fragrance launch (5 months): 4,800+ units ordered, 2,500 pop-up visits.
- **COLLABORATIONS & EVENTS:** directed collaborations, storytelling and pop-ups.
  - Cruel Pancake x Kappa x Alpine F1 Team: 5M+ earned cross-brand impressions at €0 paid ads.
  - Cruel Pancake x Lipton Ice Tea: 6M+ Instagram impressions, 1,500 pop-up visits.
- **PRODUCT DEVELOPMENT:** directed the production supply chain, owned prototypes, approvals, suppliers and logistics. Led fragrance creation and go-to-market (with Maison Firmenich).
- **E-COMMERCE, CRM & ADS:** supported UX and website decisions. Led segmentation, emailing (Klaviyo, Active Campaign, Drop) and campaigns coordination (Meta, TikTok, Google).
  - CRM (France): 250K+ email contacts, ~45% open rate on top engaged segments.
  - Community reach: 1.2M+ followers (brand + founder), ~500K avg. organic views/post.
- **AMBASSADORS & PAID INFLUENCE:** managed ambassadors briefs, product seeding and paid talents activations.
- **FINANCE & OPS:** led budgets, structured company administration, and drove cross-team and partners alignment.

### CREATIVE & IMAGE PRODUCTION - Kering

2018 → 2020 | Paris

- **CREATIVE ASSETS PRODUCTION:** produced communication assets for Kering Group.
- **BRAND ACTIVATIONS:** supported Cannes Film Festival, including *Woman in Motion* Kering dinner. Coordinated suppliers and brand visibility across Kering maisons.

## EDUCATION

Sup de Pub  
2019 | Paris

Master's Degree in Luxury Management,  
Marketing & Communication

ISCOM  
2017 | Lyon  
Master's Degree in Communication

## SKILLS

Adobe Suite (Photoshop,  
Illustrator, Premiere Pro...)

Strategic thinking  
& creative mind

AI tools (Midjourney, Flow, ChatGPT,  
Gemini... contents generation)

Project ownership  
& prioritization

Shopify, e-commerce tools & CRM  
(Klaviyo, Active Campaign, Drop)

Creative problem  
solving & adaptability