

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