

# Sylvie LEVEAU

5311 Ravens Crest Dr, Plainsboro, NJ 08536

Phone :1-609-936-9637

Email : [sylvie.leveau@fasy.com](mailto:sylvie.leveau@fasy.com)

## OBJECTIVES

**A challenging and rewarding position as junior product manager for a consumer goods company.**

Multilingual, dynamic, creative and possessing strong analytical skills, I am willing to evolve in a challenging, ever changing environment. Thanks to my strong understanding of the consumer products industry and my organization skills, I will manage multiple assignments to meet your company business goals.

## WORK EXPERIENCE

**Marketing, RHODIA INC, PHARMA SOLUTIONS**, Cranbury, New Jersey, USA

Sept 2003 – to date

Marketing assistant; creation of promotional material for the launching of new products (Mooo-Chews, TCP-DC); tracking competitor's imports and exports of strategic materials; supporting the sales force in the processing of customer complaints and requests; enhancement of business tracking system leading to a dramatic improvement of complaints processing; management of the division's internet website; contributing in communication newsletters; connecting the worldwide actors.

**Field Marketing, NFO INFRATEST BURKE**, Toulouse, France

Sept 2002 – Jun 2003

Assisting in the creation of qualitative and quantitative questionnaires to seek potential new markets and analyze consumer trends; Determination and interview of statistically representative samples of people (e.g. global launching study (name, packaging, price, flavor) for new products: Crackers Belin, yogurt Zen Danone).

**Customer Business Development, PROCTER & GAMBLE**, Toulouse, France

Nov 2001 – Aug 2002

Sales representative for retail CBD. Promoting and selling all P&G products to customers consisting of major French supermarket chains; Launching new products; Negotiating promotions and in-store special events; Recommending prices; Proposing tailored planograms and coaching merchandisers teams in their display; Representing P&G at the 2002 Socamil customers trade show.

*Ranked 2<sup>nd</sup> (on 95) in a 3-months nationwide challenge for overall fem-care sales (P&G corporate priority).*

**Sales & Marketing, 3M**, Brussels, Belgium

Sept 1997 – Dec 1997

Sales & Marketing intern; Involved in market studies and strategic analyses to boost Traffic Control Material business; Elaborating a market research in French, Dutch and English, distributed to all Belgian police offices, to highlight the needs for reflective signs on containers and their legal implication (7% answers vs 3% target).

## ACADEMIC BACKGROUND

**1996-2001 :** Master in Business (5-year degree), Haute Ecole de Commerce S<sup>t</sup> Louis, Brussels, Belgium

Thesis : "Audit of Atraxis' corporate culture and internal communication"

**1999-2000 :** "Erasmus" (European Exchange Program) student at South Bank University, London, UK

### Languages

French, English, Dutch (fluent)  
German (academic)

### Computer skills

Microsoft Word, Excel, PowerPoint, Access; Internet  
Lotus Notes, Intercept (*P&G merchandising software*)

## MISCELLANEOUS

- Worked during 4 months in the USA through a Summer Job Program, Princeton, NJ (July – Oct 2001).
- Selected (19 people / 425) to attend the P&G Business Course: "The marketing and sales actions needed for launching the new product Swiffer WetJet on the Belgian market" (Nov 2000); leading to a job offer.
- Red Cross First Aid certificate (May 2001)
- Hobbies & Interests: Theater (performing in a theater company), dramatics arts.  
Clarinet (orchestra level), swimming (competition level), back-packing abroad.