

# NADIA LOUDON

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## Sales & Marketing Executive

*Versatile bilingual French/English sales & marketing executive with broad experience in advertising, branding, customer service, marketing, sales and business development, with proven success in developing and implementing strategies that support business and financial objectives. Solid customer service focus and excellent negotiation skills give Nadia the ability to make impactful decisions that combine a unique balance of strategic perspective and creativity.*

### International Sales & Marketing Professional, Dallas, TX 2014 – Present

Develop, maintain and implement strategies to generate sales and revenue growth. Working closely with emerging companies on building their brand via innovative sales techniques and robust methods. Current accounts include luxury, hospitality, cosmetics, home renovations and non-profits, both on client and agency side.

- *Colour-Collective* (Hair & Beauty): Market Entry, Product launch, Brand management and account management.
- *GOLOUDON* (Remodeling/Construction): Negotiation, relationship management, project management, design and marketing calendar.
- *Power2bfit.com* (Health & Wellness): New business development and customer retention.
- *Globerunner* (Full Service Agency): New business development.
- *Good Food Catered* (Gourmet Chef): New business development and strategy.

### INVENU LLC (Boutique Agency) Dallas, TX, 2008 - 2013

#### VP, Client services

- Identified all new business opportunities and achieved a 90% success rate.
- Managed processes from creative briefs through to approval.
- Hired, managed and mentored talent, focusing on branding, print, corporate ID, video and digital.
- Facilitated evolution into full service agency.
- Developed and executed national consumer promotions and events, such as Essilor Back to School campaign employing rewards and prizes for ECP and customer.
- Key clients included: *Essilor, Nouveau Eyewear, Motel 6, Crowne Plaza & Alliance Francaise.*
- Networking, cold calls, development of proposals with average 90 day turn around.
- Increased billings by 65% during tenure, delivering \$3M in incremental annual revenue.
- Mentored and developed members of team into strategic thinkers, with eye to creative solutions.
- Introduced and ran SMU University Internship Program.

### ACCOR NORTH AMERICA HOTELS, Carrollton, TX, 2006 - 2008

#### Marketing Procurement Specialist

Sofitel, Novotel, Motel 6, Studio 6, Red Roof Inns

- Provided strategic sourcing and procurement for all brands, working with over 20 suppliers in support of 1200 properties, with an annual spend of \$23M+.
- Built key relationships internally and externally, developing long term growth plans, selecting suitable vendors and negotiated agreements to secure best value to Accor.
- Yielded over 20% annual savings.
- Organized conferences for multi-brands and franchisees with Executive Committee.
- Collaborated with French teams, utilizing knowledge of language, culture, marketing principles and

complex issues, whilst maintaining hotels' quality standards.

**ESTEE LAUDER COMPANIES, London, UK, 1995 – 2005**  
**Senior Manager, Corporate Procurement**

Responsible for delivering significant savings, negotiating strategic agreements, managing key projects and implementing supplier initiatives.

- Negotiated vendor contracts of \$10M+.
- Developed and implemented strategies to generate revenues for all brands, incl. Travel Retail.
- Key brands included: ***Clinique, Aramis, Estee Lauder, La Mer, Prescriptives, Tommy Hilfiger, Donna Karan, Origins, Aveda, MAC, Bobbi Brown, Jo Malone, Darphin & Stila.***
- Influenced creative design and packaging concepts.
- Developed and executed consumer promotion events including La Mer Christmas promotion, resulting in 21% increase over prior year.
- Managed agency relationships and processes.
- Participated in Breast Cancer awareness campaign, winning contributions from suppliers.
- Negotiated multi-year vendor agreements in multiple categories.
- Initiated policy to purchase print and packaging domestically.
- Increased sales 180% through selection and sourcing.
- Achieved average annual savings of 75%, including lowering agency fees, saving \$1M+.
- Successfully revived dormant brands such as Prescriptives and Aramis.
- Analyzed development of materials to reduce costs by 52%.

**STRATTONS ADVERTISING (Advertising, Media, Design) London, UK, 1987 – 1995**  
**Group Account Manager**

Promoted through the ranks of luxury lifestyle, travel and hospitality full service International multi-disciplined Advertising agency.

- Responsible for managing, retaining and growing complex accounts.
- Developed creative briefs, creative development, copy, corporate identity and branding for agency's key accounts.
- Executed art direction, photo shoots, model selection, styling and locations.
- High profile accounts included: ***The Savoy Group of Hotels & Restaurants, Orient Express Hotels, Turnberry Golf Course Scotland, Russell & Bromley Shoes, David Morris Jewels, DAKS, Reid's Hotel, Madeira, Sandals Resorts, International Mohair Association.***
- Main contributor in acquisition of **Monaco Government Tourist & Convention Authority** account, handling their corporate and consumer advertising across multiple European markets.

**AWARDS & MEMBERSHIPS**

- American Advertising Federation: Addy Awards, Southern Methodist University French Guest Speaker, Member, French American Chamber of Commerce, Central Market; Panel Judge, Passport to France Festival.

**VOLUNTEER WORK**

- Fund Raiser, Lone Star Westie Rescue., St. Vincent de Paul, "Feed the Homeless Campaign", Art Promoter, Contemporary European and U.S. Artists (organized 5 shows).

**EDUCATION**

**SORBONNE UNIVERSITY**

**Paris, France**