

# Lorraine Pouliot

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## PROFESSIONAL SUMMARY

Innovative and versatile product manager and media producer with a proven track record in strategy, production management, storytelling, sales, and creative leadership. Extensive experience in Marketing Operations and Visual Merchandising project management for luxury brands, including specialization in secondary packaging. Successfully develops and executes new processes and manages cross-functional projects. Leads with enthusiasm and humor. Seeking a senior-level role with a creative agency.

### KEY QUALIFICATIONS

- Creative project management from concept to delivery
- Budgeting, scheduling, and resource management
- Presentation, Facilitation, & Client Relations
- Creative storytelling in pitching, packaging design and narrative

### EXPERIENCE SNAPSHOT

- Directed high-priority beauty packaging, merchandising design, and store design projects, adapting to creative needs and deadlines and managing critical paths.
- Increased packaging sales and managed client relations for luxury beauty brands.
- Developed creative packaging recommendations for brands based on brand identity and manufacturing capabilities.
- Field-produced multiple TV shows, films, and interactive media using

#### Knoll Printing and Packaging | New York, NY

2022 - 2024

##### Rigid and Paper Pulp Packaging Sales VP

Managed over \$10M in business by interpreting creative briefs, leading on pitch deliverables, coordinating with international teams, presenting samples, negotiating prices, and delivering on timelines. Capabilities included rigid set boxes, complex rigid and pulp paper platforms, quality printing, injection molded items, and pulp as primary and secondary packaging.

- Fostered collaboration among internal teams from USA, Europe, HK, Philippines and China.
- Collaborated with marketing, creative, and international teams across APAC, EMEA, and NOAM to deliver innovative, creative, on-brand custom packaging solutions for multiple brands across skincare, makeup, and fragrance.
- Maintained and grew existing relationships with beauty clients among Packaging Development, Purchasing, Marketing, and Creative teams within the Estee Lauder Companies brands, including Tom Ford, La Mer, MAC, Bobbi Brown, EL, and Travel Retail.
- **Key Responsibilities:** Maintaining customer relations, Creative deliverables and pitches, Communicating capabilities, Strategy, Packaging Development, Packaging Manufacturing project management

#### Cosfibel Premium | New York, NY

2018 – 2022

##### Sales VP based in NYC for French promo packaging design and manufacturing firm

Provided innovative custom promo packaging solutions for beauty brands – rigid boxes, cosmetic pouches, and accessories with a focus on French design, manufacturing quality, ethical oversight, and eco-friendly materials.

- Oversaw 2 direct reports and 4 indirect reports in providing design, development, timeline, quoting, and manufacturing services.
- Increased sales from \$0 to \$3M
- Directed the development of promotional packaging from creative briefs to manufacturing for promotional and saleable items.
- Negotiated production costs and selling prices for over 50 projects while maintaining margins, meeting budget targets, and managing client expectations.
- **Key Responsibilities:** Growing sales and customer base, Creative deliverables and pitches, Managing the New York Department of a French company including contracts, Problem-Solving, Strategy, Packaging Manufacturing project management

#### Shiseido USA | New York, NY

2016 – 2018

##### Senior Manager, Marketing Operations

Directed the development of on-brand promotional and saleable items for Shiseido and Cle de Peau brands, collaborating with marketing and creative teams and managing development and business award to third party suppliers.

- Collaborated with vendors on the development of secondary packaging, promotional items and saleable set cartons, from creative briefs to manufacturing timelines, ensuring on-brand execution and deliverables that the marketing team could approve.
- Created Bills of Materials and distributed them for assembled sets, saleable and promotional, for two brands.
- Developed promo and packaging items with suppliers – printed folding cartons, fabric cosmetic pouches, and accessories.
- **Key Responsibilities:** Developing creative items, Problem-Solving, Executive Communication, Prioritization, Packaging Development Project Management, Managing 1 direct report.

**Estee Lauder Brand** | New York, NY

2011 – 2018

**Project Manager, Creative Services (2012 – 2018)**

Reporting directly to both the Vice President of Visual Merchandising and the Vice President of Store Design, developed and managed workflows for design deliverables from early strategy through development and execution for all Categories and Regions for a multi-million dollar global heritage beauty brand. Promoted to Director level after 2 years

- Increased on-time design delivery for VM department by fostering new relationships with Marketing team and rolling out internal processes within VM team and between VM, Store Design and the greater Creative group (seven departments).
- Reduced costs and maintained vendor relationships while tracking department spending. Brought department development spend from over-budget to under-budget.
- Organized and executed events, including large meetings and C-Suite presentations. Annual presentation to CEO of all new launch products for Lauder brand, and sister brands, including fabrication of custom display podiums and coordinating installations.
- **Key Responsibilities:** Program Execution, Improving development timing, Fostering relationships, Onboarding Directors

**Executive Assistant (2011-2012)**

- Completed three contract assignments supporting the Lauder Family, the SVP of the Global Supply Chain, and the VP of Visual Merchandising Design.
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**Denim Dynasty Productions** | New York, NY

2014 – Present

**Media Producer & Founder**

Producer, Director, and Production Manager for Narrative, Documentary and Branded Media

Current and Recent Projects:

- 10\_Grand - Production Manager, Assistant Director: Comedic narrative short in pre-production
- Mark and Sophie - Writer, Producer, Director: Dramatic narrative short in festival competition
- Love is a Particle - Co-Producer: Feature-length documentary in fundraising and pre-production
- No Time For Trouble - Associate Producer, Field AP, AD: Feature-length doc currently in post-production
- Casting Director and Field AP / AD for multiple short films and 2 independent features

Noted Crew Experience:

- New York Homicide Season 3 – docu-drama Reenactments for ITVS. Assistant to Field Producer & Costume dept
- Mr. Popper's Penguins starring Jim Carrey and Safe starring Jason Statham. Costume PA - Ann Roth, Costume Designer
- Fever Pitch, starring Drew Barrymore and Jimmy Fallon. Production Office PA

**Northern Light Productions** | Boston, MA

2004 – 2010

**Field Producer & Associate Producer**

Line and Field Produced and directed documentary shorts, managing budgets, schedules, and field production on broadcast television programs for History Channel and PBS and interactive museum media and site-specific experiences. Worked with Senior producers and clients directly.

- Developed site-specific interactive media for immersive museum experiences.
- Designed sets and hired actors for re-creation shoots, historical and modern-day; Performed archival research and licensing matching narrative storytelling with historically accurate media assets.
- **Key Responsibilities:** Executed strategy of Executive Producers by utilizing skills of production management, communication, collaboration, booking, scheduling, location management and digital media, lighting, editing and sound recording skills.

**LUXURY BRAND EXPERIENCE**

**EDUCATION, CERTIFICATIONS, COURSES & AWARDS**

**Education:** Boston University | Bachelor of Science in Film, Focus on Writing and Technical Production

**Certifications:** Estee Lauder Companies Project Management Training Certificate

**Courses:** United Nations courses on Sustainable Development

**Creative:** Improv Comedy, Writing and Acting | Magnet Theater & People's Improv Theater, NYC

**Awards:** Best Improvised Speech, Toastmaster's New York, 2014

**TECHNICAL SKILLS**

MS Office (Intermediate), MS Teams, Zoom, Taleo, Slack, Adobe Premier Pro (Intermediate)

Adobe Creative Suite (Functional), AI Tools (beginner)