

HARSHAL JAIN

harshal.jain@essec.edu | +33 745495466 | [LinkedIn](#) | Paris

Engineer turned marketer with 4+ years building and scaling a consumer beauty brand, and experience in marketing strategy, product development and creative content across international environments. Seeking a 2026 marketing or creative role in Paris.

WORK EXPERIENCE

2025-2026 IFF (INTERNATIONAL FLAVORS & FRAGRANCES) Paris, France

(6 months) *Marketing Strategy and Innovation Apprenticeship*

- Built **4 category knowledge assets deployed across 7 global regions**, reducing briefing prep time by 30%; synthesised trend data from 10+ market sources into monthly strategic insights for senior leadership
- Conducted **competitive intelligence across 6 brands**, identifying 2 market gaps actioned in the innovation roadmap; contributed to 10+ deliverables shared with senior leadership and external partners

2025 MARIONNAUD Paris, France

(3 months) *Product Development Manager Assistant*

- Coordinated development of **5+ SKUs across packaging, artwork and launch**, managing agency briefs, execution documents, packshot production and stakeholder communications across trade, purchasing and retail teams
- Led a team of 6 in an ESSEC Beauty Chair project delivering a **brand repositioning strategy for Marionnaud** in partnership with Estée Lauder Companies and IFF

2021-2024 NEEV HERBAL HANDMADE SOAPS Jamshedpur, India

(3 years) *Marketing and Brand Manager*

- Scaled revenue **4x in 2 years**: grew community to 10,000+ followers with 400% engagement growth through 200+ influencer partnerships; generated 70,000+ euros from national and international exhibitions engaging 25,000 clients
- Launched **250+ SKUs on Amazon India and Flipkart**; built brand's first Shopify store achieving 5.86% conversion and 15,000+ users in year one; secured a 50,000 euro contract with Microsoft India

2024-Present PERSONAL CONTENT CREATION Paris, France

(ongoing) *Independent Creator, Instagram*

- Gained **600k organic views in a month** on Instagram through original content produced end-to-end using CapCut, DaVinci Resolve, Higgsfield and Photoshop

EDUCATION

2024-2027 ESSEC BUSINESS SCHOOL Paris, France

Master in Management | Beauty Chair | Grade: 17/20

In partnership with Marionnaud, Estée Lauder Companies, IFF, Cosmetic Valley

2019-2023 BIRLA INSTITUTE OF TECHNOLOGY Ranchi, India

B.Tech. Chemical Engineering | Grade: 8.43/10

SKILLS

Languages: English (Bilingual), French (B1), Hindi (Native)

Technical — Advanced: MS Excel, PowerPoint, Canva, Adobe Photoshop, CapCut, DaVinci Resolve, Higgsfield, HubSpot, Google Analytics

Technical — Intermediate: Google Ads, Facebook Ads Manager, TikTok Ads, Shopify

EXTRACURRICULARS

- **Social work:** Taught and mentored 50+ rural children in Maths and English (NEEV NGO, 2019-2021)
- **Sports:** Badminton (winner, inter-college tournament, BIT 2022) | Table Tennis (2nd place, IIT Bombay 2021)
- **Music:** First place, Battle of Bands, BIT Mesra 2022 | Adventure: PADI Open Water Scuba Diving | Solo Travelling