

Marine BLAISE

US Work Permit – No sponsorship needed
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EXPERIENCE

- July 17 – July 18** **Unibail-Rodamco Westfield** **Paris, France**
Real estate Development and Asset Manager – Val Tolosa and Aquaboulevard projects
- Val Tolosa : development of a new asset in Toulouse region : €285 Mn of total investment cost and surface of 1,000,000 sq ft; Aquaboulevard : restructuration of an existing asset in Paris : €386Mn of total investment cost and surface of 1,300,000 sq ft
- Responsible for budgeting of the operations : revenues estimation and retailer deals validation, profitability monitoring, cost follow-up and spending arbitrations
 - Managed the leasing strategy : retailer choice and mix, conception of leasing tools
 - Developed the leisure activity : prospection, business plan analysis and optimization
 - Supervised architects, design and construction teams
 - Established legal strategy (lease negotiations, agreements with private and public partners, administrative authorizations)
- March 16 – June 17** **Unibail-Rodamco Westfield** **Paris, France**
Real estate Development Analyst – Les Quatre Temps and Vélizy 2 assets
- Expansion and renovation of existing assets. In charge of two projects in Paris region for a €520 Mn of total investment cost and 755,000 sq ft
- Supervized budget of the operations : estimation of revenues, cost follow-up and spending arbitrations, monitoring of the profitability
 - Collaborated with architects and construction teams for validation for the conception and design of buildings
 - Led negotiation with private partners and public institutions
 - Analyzed and led legal follow-up
- January 15 – March 16** **Unibail-Rodamco Westfield** **Paris, France**
European Graduate Program - Analyst
- Asset management Analyst in Netherlands (November 15 to February 16)
 - Development Analyst : Polygone Riviera project (May 15 to October 15)
 - Digital marketing Analyst (January 15 to April 15)
- July 14 – December 14** **Heineken International** **Amsterdam, The Netherlands**
Innovation and marketing manager assistant Western Europe (Internship)
- Coordinated innovations launches in Western Europe
 - Led European PR campaign
- July 13 – July 14** **SC Johnson** **Paris, France**
Brand and category manager assistant on Pest Control category – Raid, Baygon & Pyrel
- Developed sales strategy, tools and arguments and led sales force training
 - Defined price and promotion plans
 - Organized customers studies for development of new products
- July 12 – June 13** **SC Johnson** **Paris, France**
Brand manager assistant on Air Care category – Glade
- Led the French launch of new limited edition (Spring 14)
 - Coordinated European re-packaging project
 - Led market analysis

EDUCATION

- October 11 – October 14** **ESSEC Business School** **Paris, France**
MSc in Management (Top 5 Financial Times ranking Masters in Management 2017)
- Member of the Fast-moving Consumer Goods Chair; study abroad at Universiteit van Amsterdam, The Netherlands
- September 10 - May 11** **University Paris 12** **Paris, France**
LL.M. – Intellectual Property Law
- Graduated 1st of class; Thesis paper: “Protection, defense, and promotion of a brand on Facebook”. Published in *Communication Commerce Electronique (Lexi Nexis)*. Mentor: Prof C. Caron
- September 06 - May 10** **University Paris 12** **Paris, France**
LL. B. – Bachelor of Laws – civil and business law

PERSONNAL

- Fluent in English and French; Conversational in Spanish
- Interests : travel, yoga, French literature, cooking
- Volunteering : teacher for a school support association