



# LYNN MAHFOUD

Marketing graduate with a Master's degree and experience in the luxury industry, open to opportunities in marketing and/or luxury

## CONTACT

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Paris, France

## SKILLS

- Pack Office
- Creativity
- Pitching skills
- Communication
- Leadership

## LANGUAGES

- Arabic - Native
- French - Native
- English - Bilingual

## CERTIFICATE

LVMH & The Luxury Industry Certificate (2022)

## VOLUNTEERING

Rotaract Club of AUB ----- 2020-2022

*Volunteering activities to help people in need*

Saint Paul Movement ----- 2013-2019

*Ran multi-village summer camps for 40+ kids in need*

Les Scouts du Liban ----- 2011-2015

## EDUCATION

**MSc in Fashion, Design and Luxury Management** 2022-2025  
Grenoble Ecole de Management - Paris, France

**Bachelor of Business Administration - Marketing** 2019-2022  
American University of Beirut (AUB) - Beirut, Lebanon

**Lebanese Baccalaureate in Life Sciences** 2004-2019  
Collège des Sœurs des Saints-Cœurs - Ain Najm, Lebanon

## WORK EXPERIENCE

**Hamawi Jewelry** 02/2025 - 12/2025  
**Marketing, PR & Events Coordinator Freelance**

- Created and managed Instagram Stories content to strengthen brand image.
- Supported PR initiatives and external communications.
- Organized and delivered events during Christmas & Mother's Day.

**Christian Louboutin - HQ Paris, France** 07/2024 - 12/2024  
**Retail Operations Intern**

- Supported 21 boutiques across Southern Europe, managing daily operations and vendor coordination.
- Led contract negotiations, store maintenance, and the execution of 5+ boutique events and openings.
- Managed budgets, invoices, and expense tracking to ensure financial accuracy.

**Moncler - Paris, France** 04/2023 - 09/2023  
**Retail Buying Merchandising Intern**

- Managed stock transfers for 50+ EMEA stores and supported buying campaigns (pre-buy + orders).
- Produced weekly reports and competitor analysis.
- Created seasonal training materials and Product Studio presentations for 60+ stores.

**Maison Georges Hobeika - HQ Lebanon** 08/2021 - 09/2021  
**Marketing Communications Intern**

- Prepared presentations on the new website features.
- Negotiated prices with 8 venues for the SS 2022 campaign.
- Contacted venues for Paris Fashion Week, gathering pricing and themes.

**Saba & Co. Intellectual Property** 06/2021 - 07/2021  
**Business Development Intern**

- Assisted in performing client segmentation and identifying target markets in EMEA and Europe.

## PERSONAL PROJECTS

- Christian Dior Couture Business Case with GEM ----- 10/2022 - 03/2023
- Business Student Society ----- 09/2019 - 06/2022
- AUB IMC Campaign for Caspresso Capsules ----- 09/2021 - 11/2021
- Parlement des Jeunes, USJ ----- 03/2018 - 04/2018