



Your WEEM CV

Instructions for use

- As a new member of the WEEM community, we need you to write and email us a [WEEM CV](#) according to the attached [template](#) and the detailed instructions in this document
- This WEEM CV will be [saved](#) in our internal database and [sent to the client with your approval](#) if your profile is selected by our Staffing team for an assignment that interests you
- As it is the first image that the client has of you, it is important that this CV is as [attractive as](#) possible and that it makes the client want to meet you and select you for the assignment
- The content of your CV is also analyzed by our Staffing team to propose [relevant missions](#) to consultants, so the more [exhaustive](#) your CV is, the more chances you have to be pre-selected
- Of course, you may have to [simplify or customize](#) this exhaustive version before sending it to the client, depending on [the type of mission](#) proposed

- In the following pages, you will find :
 - an example of a completed WEEM CV
 - a guide to help you fill in the template
- Look at this example first, then open the separate file CV WEEM - Firstname Lastname - En.ppt to write your CV with the guide

36 years old

13 years of professional experience

Leslie GARÇON



PROFESSIONAL EXPERIENCE

- Since 2013 : **Independent consultant**, member of the WEEM Community
- Since 2018: **WEEM**, Co-Founder
- 2013 : **Spring**, Project Manager within the General Management
- 2008-2013 : **The Boston Consulting Group**, Senior Consultant
 - Distribution, Retail, Luxury, Consumer Products, Public Sector
- 2008 : **Blonde by Franck Vidoff**, Entrepreneurial project, Hair salon development
- 2007-2008 : **Webhelp**, Account Manager

TRAINING

2003-2007 : **HEC Paris**

HEC Entrepreneurs major

SECTORS

- | | |
|----------------|------------------|
| - Distribution | - Private Equity |
| - Luxury | - Jewelry |
| - FMCG | - Tourism |

EXPERTISE

- | | |
|------------------------|---------------------------|
| - Strategy | - Performance measurement |
| - Project management | - Cost reduction |
| - Business Development | - Due diligence |
| - Organization | - Alliances, partnership |

SOFT SKILLS

Dynamics

Analytical

Persevering

Friendly

Sociable

Structured

EXAMPLES OF MISSIONS CARRIED OUT

Retail & Distribution / Strategy & Project management

- **Project Manager within the General Management, SPRING (9 months permanent contract):** Steering the opening of Printemps du Louvre and the renovation projects of Printemps Haussmann in compliance with schedules and budgets, coordination of the different business lines (Purchasing, Sales, Architecture, Real Estate, Marketing, Finance, Logistics,...) and regular reporting to the Group Management
- **Update of the business plan of a Parisian department store (2 months):** External benchmark, structuring and definition of the global business plan and per category (turnover per m2, expected margin levels per category and per sales model, cost structure)
- **Implementation of the sales action plan for the Belgian subsidiary of Pernod Ricard (5 months):** identification of growth opportunities, reorganization of sales teams, strengthening of coordination between marketing and sales force
- **Supported a leading retail group in the design and optimization of a new hypermarket model (9 months):** analysis of consumer macro-trends, organization of customer focus groups, definition of the new concept's key axes, development of the new concept by product category, implementation in 2 pilot stores

EXAMPLES OF MISSIONS CARRIED OUT

Customer Journey & Digital Transformation

- **Renault C@re 2.0 Program - Renault (4 months)** : support to the Renault Customer Sales Department in a global redesign of the customer journey, through the development of about twenty Network, Digital, CRM and Call-Center initiatives (PMO of the project and management of a team of 3 consultants, business support in the definition of initiatives and production of deliverables)
- **Accompaniment of a large Tourism Group in its Digital transformation (3 months)**: Definition of the target vision and priority projects, evaluation of the level of skills of the digital teams by geographical area in collaboration with the Group's HR teams, analysis of the areas for improvement, organization of a workshop with the Marketing Directors

Luxury / Strategy & Organization

- **Definition of the 3-year strategy of a French jeweler (3 months)**: review of the brand positioning, analysis of the performances per point of sale and identification of optimization levers, external benchmarks, definition of growth scenarios, structuring of the business plan
- **Reorganization of the general structure of a global player in Luxury Perfumes & Cosmetics (3 months)**: Interviews with Comex members and identification of areas for improvement and bottlenecks, review of the matrix organization, redefinition of roles and responsibilities, review of governance bodies
- **Supported a French luxury group in the definition of an operational model and a target organization for their Jewelry activity (2 months)**: Mapping of existing processes, identification of areas of improvement in the performance and profitability of the activity. Management of 2 consultants

TO START

- Open the file CV WEEM - Firstname Lastname - En.ppt
- Save it in your folders by changing the generic title to insert your first and last name:
 - CV WEEM - Jean DUPONT - En.ppt
- Write your first and last name at the top of each page of the document in place of the generic title "First Name Last NAME".
- Page 1 gives the key elements of your background and skills
- Page 2 details the content of your missions (freelance or consultant) and projects (employee, operational role)
- You can add additional pages in the same format as page 2 if your seniority and the number of assignments and projects you have completed require it

PAGE 1

- Insert a [photo](#) in the frame on the right, from your LinkedIn profile for example
- Indicate your [seniority at the](#) top of the box on the left: age (optional) and number of years of professional experience (total salaried experience + freelance)
- In the [Professional Experience](#) box, indicate the structures for which you have worked, the title of your position and the period of time concerned
 - Specify if you were a freelancer in this structure
 - Do not detail your job description here to remain synthetic, your role and responsibilities will be specified on page 2 via your missions/projects
- In the [Training](#) section, indicate your degrees and the year they were obtained, as well as any professional certifications (Coaching, Black Belt, Design Thinking...)
- In the [Sectors](#) box, indicate the sectors of activity most representative of your experience and wishes; it is not necessary to specify the sectors covered by all your missions/projects if only some of them interest you today as a freelancer
- In the [Expertises](#) frame, same as for the Sectors frame
- In the [Soft Skills](#) box, indicate the 6 soft skills that you wish to highlight for the client, matching the adjectives to your profile, in the feminine or masculine form

Agile	Analytical	Caring	Calm	Warm-hearted
Creative	Curious	Leadership skills	Dynamics	Effective
Reliable	Federator	Innovative	Intuitive	Optimist
Organized	Persevering	Well centred	Pragmatic	Rational
Rigorous	Thoughtful	Resilient to stress	Listening skills	Sociable
Structured				

- Detail here the content of your **missions** (freelance or consultant) and **projects** (employee, operational role) carried out throughout your career
- Ideally, we would like you to **list** them all so that we can better offer you relevant assignments during the staffing process
 - If this exhaustive list is too difficult to make (very high number, confidentiality, forgetfulness...), then indicate the missions and projects that are the most representative of your background and your wishes
- **Group** your missions/projects by type of problem, sector of activity, expertise used, according to the specificities of your career
 - In general, a list in chronological order should be avoided because it does not highlight the major themes of your journey
- If possible, indicate the **names of the companies** for which you carried out these missions (final customer, possible provider)
 - If confidentiality is an issue, please include as many **public** elements as possible to enhance your experience without jeopardizing your commitment
- For each mission/project, the more **concretely** you describe the actions and results of your role, the more the client will be able to **project** himself in your precise role during your past projects, and the more he will be able to be confident of the role you could play in his organization
 - Specify which tools or methodologies you have used, the size of the teams you have managed, which concrete axes you have recommended or implemented, which final products you have launched...
 - Tip: If the terms of your description are similar to those of a mission proposal, your description is too generic, so it should be revised

TO FINISH

- Quickly [read over](#) the different points in the guide to make sure you haven't forgotten anything!
-A well filled out CV from the beginning is a guarantee of your seriousness and will allow its efficient processing by our teams
- If you have addressed each point, spend a few more minutes to [check](#) the following:
 - Spelling
 - Formatting (font, alignment, body text not exceeding the frame...)
 - Consistency with your LinkedIn profile (often consulted by clients as a complement)
- Send us your CV by [mail](#)
-We will give you feedback on this document if needed before integrating it into our internal profile database
- Keep a [copy](#) in your personal files so you can update it at the end of your missions
- Send us back [its update](#) regularly so that we always have the most exhaustive vision of your career path to optimize your staffing!

The logo for WEEM, featuring the letters in a white, stylized, sans-serif font. The background is a dark blue gradient with abstract geometric patterns, including a network of dots and lines, and several overlapping circles in lighter shades of blue.

WEEM

We remain at your disposal
