

CLAUDIO FANTUZZI



EDUCATION AND QUALIFICATIONS

Sep 2006 - Dec 2011 **Master degree in Pharmaceutical Biotechnology**
Alma Mater Università di Bologna, Bologna



WORK EXPERIENCE

- Apr 2019 - Present **Retail Education Manager**
LVMH Fragrance Brands, Milano
- Guiding and managing the whole Retail Education department activities and aspects: strategies to adopt and to share with the marketing team, budget management, education strategies and visions. Leading Retail Education projects such as employees Empowerment paths, life skills development programs and digital transformation path.
- As member of the international LVMH Fragrance Brands CSR committee I took part to regular international meeting with the CSR Director to get update on the ultimate CSR actions and strategies adopted by the company, with the task to share the best practices on the local market. I'm also in charge of implementing local CSR action aligned with the LVMH Fragrance Brands guidelines (i.e. urban reforestation, second chance programs, mentoring programs).
- Leading a team of Two.
- Apr 2017 - Apr 2019 **Retail Education Officer**
LVMH Fragrance Brands, Milano
- Organizing and rolling out the training classes for GIVENCHY and KENZO parfums
- Sep 2015 - Apr 2017 **Assistant Counter Mnaager & Senior Makeup artist**
L'Oreal, Milano
- Counter makeup artist and skin expert at Lancôme counter La Rinascente Duomo.
- Backoffice/management activities
- May 2015 - Aug 2015 **Senior Beauty Consultant**
L'Oreal, Milano
- Complete advices how to obtain and keep a perfect healthy skin to enhance the effect of a flawless makeup using beauty products from Lancôme, YSL, Armani, Helena Rubinstein and Biotherm.
- Taking care of merchandising, stock and testers order, coordination with the Sales Agents of the areas and organization of in-store promotional events with promoters (especially for fragrances).
- Sep 2014 - May 2015 **Product & Training specialist**
L'Oreal, Milano
- Counter start-up at the Rinascente Duomo as sales advisor, skin expert and assistant counter manager.
- Fully focused on the training of the sales force of other distributors as Sephora and COIN luxury department stores, nationally
- Jan 2012 - Sep 2014 **Lounge Manager**
Urban Decay Cosmetics Europe, Milano
- Oversaw monthly planning of the Lounge, including stock and sample stock. Prepared weekly and monthly reports regarding target achievement,



PERSONAL

- Name**
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- Phone number**
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- Email**
claudio.fantuzzi@gmail.com
- Date of birth**
15-05-1987
- Place of birth**
PONTE DELL'OLIO (PC)
- Gender**
Male
- Nationality**
ITALIANA
- Driving licence**
B
- LinkedIn**
<https://www.linkedin.com/in/claudiofantuzzi-5658b224>

LANGUAGES

- English ★★★★★
- Spanish ★

INTERESTS

- Sustainability
- Science
- Trekking & Hiking

assessment of employees, and analysis of relationship between the Lounge and host store (Sephora).
Planned selling strategies, focuses, Lounge enhancements and improvements with Italy Sales Manager.
Recruited and selected new Lounge employees for Italian Field Sales Specialist Team. Conducted employee training.
Served as Urban Decay Make-up Artist World Ambassador in Singapore at Sephora-ION (2013). Conducted live speech and showcase, sales counsel, and flash make-up services.



SKILLS

Digital Education tools	★★★★★
Microsoft Office	★★★★☆
Power BI	★★★☆☆
Adobe Premiere Pro	★★★★☆



CERTIFICATES

2021	La gestione dei team multigenerazionali: sfide e soluzioni possibili
2021	LVMH - Sustainability. Sviluppo armonico del middle management
2021	Realtà Aumentata e Virtuale: le tecnologie “esperienziali” al servizio del business
2021	Fare Open Innovation. Filosofia tecnologie costi. Vantaggi per le imprese