

Digital

GRADUATE PROGRAM

12 to 18 month program



ROTATIONS

2 rotations of 6 to 9 months among

- Digital Expertise Boost (CDO Precision Ad Team)
- Digital Brand Building Boost (DMI)
- E-Commerce Excellence Boost (Market)



LEARNING

- Digital Discovery
- Product Training
- Certified Marketer Level 1 (CM1), by General Assembly



EXPERIENCES

- Day 1: 2 days to discover L'Oréal Group
- Buddy with former Graduate
- Mentoring with Digital Senior Expert
- Invitation to all CDO Events (DigiTALKS, DAS...)
- Personal HR Digital Catch Up every 3 months

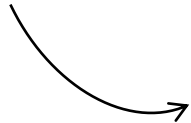
Digital

A personalised accelerator program to develop deep digital know-how



APPLICATION

Become a L'Oréal Intern or Apprentice and be selected to join the program following your experience



Personalised rotations, immersions and projects according to your profile and aspirations

Digital Brand Building

Global Marketing

- Builds knowledge on consumer
- Master digital marketing tactics
- Is obsessed with consumer centricity

Digital Expertise

Data Driven Marketing

- Optimizes omnimedia investments & ROI
- Leverages precision ad
- Masters analytics and attribution modeling



E-Comm Excellence

Market

- Negotiates with specific lever for online distribution
- Starts with shopper centricity
- Acts as a strategic business partner



WHAT IS NEXT

- Online Business Manager
- E-Commerce Manager
- Digital Manager DMI
- E-Retail Manager



Digital Graduate Program

A personalised Graduate program to boost your career



BACKGROUND

2017 Master International Management & Management Consulting
Internship @L'Oréal: Digital, Travel Retail Worldwide, Luxe



GRADUATE PROGRAM (1 year 3 months)

Rotation #1 (6 months): Open Innovation, CDO
Rotation #2 (9 months): CRM, Armani International



POST GRADUATE

Oct 2018 - Present: Online Business Manager, L'Oréal Paris (France) Make Up



Martin



Mathilde



BACKGROUND

2017 Master Marketing & Communication
Internship @L'Oréal: Digital, Europe Zone, Luxe



GRADUATE PROGRAM (1 year 3 months)

Rotation #1 (6 months): Precision Advertising, CDO
Rotation #2 (9 months): CRM, Biotherm International



POST GRADUATE

Digital Manager: L'Oréal Professionnel International
E-Commerce Manager (since Sept 2019): L'Oréal Paris France