

Ana Paula SANTIAGO MANSUR

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Île-de-France, France



Luxury-focused market analyst with entrepreneurial experience and a multidisciplinary background in fashion, business and digital ecosystems, combining creative vision and brand sensitivity with data-driven insight across beauty and luxury brands.

EDUCATION

- 2026–2027 | Grenoble Ecole de Management** – MSc Digital Marketing & Data Analytics (BAC+5) Paris, France
- 2025 | Institut Français de la Mode (IFM)** – Exchange Program in Management for Fashion and Creative Industries Paris, France
- 2023–2026 | Fundação Getulio Vargas (FGV)** – Bachelor of Business Administration (BBA - BAC+4) Rio de Janeiro, Brazil
- 2021–2024 | SENAI CETIQT** – BA Fashion Design (BAC+3) Rio de Janeiro, Brazil

PROFESSIONAL EXPERIENCE

2025 – Present | LUXURYNSIGHT – Junior Project Analyst in Consumer & Market Insights Intern Paris, France
Pioneer company in providing data-driven solutions for the luxury, fashion and beauty industries

- Deliver executive-level reports supporting retail and brand performance strategies for leading luxury and beauty groups, including clients such as Chanel, L'Oréal and Swarovski
- Developed 30+ competitive assessments, conducting competitor benchmarking to evaluate brand positioning and market performance
- Conduct in-depth analyses of and communication in retail, pricing tiers, distribution strategy, digital ecosystems, social media metrics
- Analyze market trends, competitor strategies and consumer behavior to identify opportunities
- Monitor global brand campaigns and key consumption periods to strengthen competitive intelligence frameworks

2025 | IFOOD – Consulting Project (University Partnership) Rio de Janeiro, Brazil

Consultant and team leader in a project in partnership with iFood, Latin America's largest food delivery platform

- Conducted comprehensive quantitative and qualitative research, translating insights into actionable recommendations
- Designed UX/UI improvement proposals to optimize user journeys and increase platform engagement
- Developed targeted B2B engagement strategies to increase client adoption and program participation
- Managed the project using Design Thinking methodology, coordinating cross-functional collaboration and problem-solving

2020 – 2024 | FÉRMAN – Founder & Creative Director Rio de Janeiro, Brazil

Women's RTW Resort Brand

- Executed brand and e-commerce strategies, optimizing digital sales performance based on KPIs and improving commercial visibility.
- Designed and executed data-driven CRM initiatives, including automated email campaigns and cart abandonment workflows, leveraging behavioral segmentation and conversion insights to improve retention and revenue
- Directed photoshoots and video production, ensuring brand consistency across digital channels
- Led Product Detail Page optimization, enhancing product descriptions, visual storytelling, content structure and conversion drivers

2023- 2024 | PAYFAST – Co-founder & COO Rio de Janeiro, Brazil

Early-stage SaaS retail tech solution selected for the START Fellowship at the University of St. Gallen

- Developed a B2B2C business model, ensuring alignment between product, retail partners and consumers
- Directed UX/UI strategy to enhance customer experience and platform efficiency
- Led go-to-market, branding and customer acquisition initiatives
- Created and presented investor pitches, securing international interest
- Led market and competitive analysis to define product roadmap and commercial strategy, aligning execution with long-term growth

CERTIFICATIONS:

LVMH Inside – LVMH | **Fashion and Luxury Management** – Bocconi | **Public Relations in Luxury** – ESPM in partnership with VOGUE

LANGUAGES & SKILLS

English: Fluent | Portuguese: Native | French: Intermediate | Spanish: Intermediate

Microsoft Office 360, PowerPoint, Canva, Excel, Python, Power BI, Figma, Photoshop, Illustrator, InDesign, CorelDraw, Procreate, Research Skills, Project Management, Market Analysis, E-commerce & Digital Sales, Product & Business Development