



Simon Bdioui

Head of Brand & E-Commerce

@ simon.bdioui.pro@gmail.com

in linkedin.com/in/simon-bdioui

+33 7 45 02 37 02

Rennes, France . Open to relocation

SKILLS

Omnichannel Marketing
Brand Identity & Strategy
360° Campaign Planning
Marketing Digital & CRM
Conversion Optimisation
Go-to-Market Strategy
Retail Merchandising
Content Production
Cross-functional Leadership

VALUE CHAIN

Product Development
Sourcing & Production
Supply Chain Management
Budget & P&L

TOOLS

Shopify · Prestashop
Google Analytics GA4 · SEMrush
Meta Business Suite · Google Ads
Mailchimp
Adobe Creative Suite
HTML/CSS · Cursor

LANGUAGES

French: Native
English: Fluent · Professional
Spanish : Advanced

EDUCATION

Bachelor's Degree in Commerce,
Marketing & Negotiation
IPAC Bachelor Factory, Rennes

PROFESSIONAL SUMMARY

Brand & Product leader with 15 years across fashion and e-commerce, from raw material sourcing and factory coordination to brand strategy, digital marketing, e-commerce and CRM. Built 2 brands from zero. Delivered 2-6x Meta ROAS on lean, tightly managed budgets. Bilingual FR/EN.

PROFESSIONAL EXPERIENCE

HEAD OF BRAND & E-COMMERCE - FOUNDER

2021 - Present

Cherry Hill · Rennaise Born & Breizh · Consumer Fashion Brands

Collection: Collection development, concept, fabric sourcing, technical specifications and factory coordination

Production: End-to-end production workflow management, spec sheets, delivery planning, 5,000-unit collection engineered for manufacturing

Brand & Acquisition: 1 brand built from zero (Cherry Hill), 1 brand acquired via equity swap (Born & Breizh)

Fundraising: Raised €30K in love money

Leadership: Coordinated a team of 5 across design, production, logistics and marketing

2 brands built · 1 acquired · 5,000-unit collection engineered · €30K raised

MARKETING INSTRUCTOR - PART-TIME

2023 - Present

INSEEC Business School · Rennes

Teaching: Brand strategy, digital marketing and CRM to marketing students

Mentoring: Supporting students on real e-commerce, analytics and go-to-market projects

HEAD OF BRAND & E-COMMERCE - FOUNDER

2016 - 2021

Condade Textile · B2B & B2C Fashion · Team of 5

Collection & Production: 2 collections/year (2,000 units per cycle), fabric sourcing and launch

E-Commerce: Managed the multi-brand Prestashop platform, ~4.5 orders/day, full catalogue and merchandising

Campaigns: Meta campaigns, 2-6x ROAS depending on season and brand, €4-5K annual budget

Leadership: Managed a team of 5 across brand, product, operations and logistics

€45k peak annual revenue · 2-6x ROAS · ~4.5 orders/day · 5 brands hosted

CO-FOUNDER & HEAD OF SALES

2012 - 2014

BSL Textile · B2B Apparel

Supply Chain: Co-founded this B2B apparel company, built a complete supply chain from raw material sourcing to finished goods

Sales: Managed a portfolio of 10+ B2B clients, orders ranging from 1,000 to 10,000 units

10+ B2B clients · Orders from 1,000 to 10,000 units