

# Sarah Paumier

Dual U.S. & French Citizen | Chicago, IL | sarahpaumier@yahoo.fr | [LinkedIn profile](#)

## PROFESSIONAL SUMMARY

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Early-career marketing and business professional with experience across CPG, beauty, and agency environments, combining analytical and cross-functional experience with hands-on involvement in campaign execution, partnerships, customer insights, and go to-market initiatives. Experienced collaborating across marketing, sales, operations, and client-facing teams, with interests spanning marketing strategy, account management, partnerships, brand activations, and project coordination. Adaptable, organized, and relationship-oriented, with a strong interest in consumer brands and collaborative, fast-paced environments.

## EDUCATION

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**McGill University** — Montreal, Canada Sep 2020 - May 2024

*Bachelor of Commerce, Desautels Faculty of Management*

Dual Concentration: Marketing & Finance

**Trinity College Dublin** — Dublin, Ireland Jan 2023 - May 2023

*International Exchange Program*

## WORK EXPERIENCE

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**Bonjout Beauty** — New York City, NY May 2025 - Present

*Marketing Consultant*

- Own end-to-end execution of monthly email marketing campaigns reaching 125K+ recipients per send, including content strategy, copywriting, design coordination, and implementation
- Analyze and report on marketing campaign performance, customer behavior, and engagement metrics to support go-to-market strategy and cross-functional decision-making
- Support product launch initiatives through pricing analysis, customer insights, and demand forecasting to guide product positioning and marketing strategy
- Lead lifecycle marketing and customer segmentation initiatives aimed at improving customer retention, engagement, and conversion across key audience groups

**GoGo Squeeze - Materne North America (Bel Group)** — New York City, NY Sep 2024 - Mar 2025

*Financial Analyst, FP&A*

- Managed customer-level P&Ls and analyzed promotional trade activity and volume performance across the Grocery/Alt channels to support sales strategy and financial decision-making
- Partnered with sales, marketing, and operations teams to deliver insights on customer performance and growth opportunities
- Supported forecasting, budgeting, and volume planning to align financial targets with broader commercial strategy
- Oversaw broker commissions across ~130 accounts, gaining exposure to complex distribution and operational structures

**HOPSCOTCH Season USA** — New York City, NY May 2023 - Aug 2023

*Public Relations, Trade, & Digital Marketing Intern*

- Supported execution of 10+ marketing campaigns and consumer-facing activations for 12 European wine & food clients
- Contributed to influencer partnerships, media outreach, and brand positioning to increase visibility and engagement
- Conducted market and competitor research to inform client strategy and identify growth opportunities

**GoGo Squeeze - Materne North America (Bel Group)** — New York City, NY May 2022 - Jul 2022

*Marketing & Finance Intern*

- Built a data-driven dashboard to track event performance, costs, and ROI of the Squeeze Squad team, improving visibility into activation budget allocation
- Supported cross-functional teams in planning and executing brand activations and experiential marketing initiatives

## SKILLS AND INTERESTS

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### Skills:

- *Commercial & Analytical:* Sales analysis, trade promotion analysis, campaign analysis, customer insights, forecasting
- *Tools:* Microsoft Excel, Microsoft PowerPoint, SAP, AFS, Canva, Shopify, Klaviyo, Figma
- *Languages:* English (fluent), French (native, fluent), Spanish (conversational)

**Interests:** Horse-back riding, tennis, cooking, traveling, hiking, skiing, scuba diving, photojournalism, interior design