

Naia Bonet

naiabonet@gmail.com
+971 585703512

Summary

Empathetic professional with experience in education and mentorship, dedicated to helping children build confidence and learn new skills through creativity and guidance. Recently relocated to Dubai and am very motivated to support the Dubai Foundation for Women and Children's mission by empowering vulnerable individuals through learning and personal development.

Teaching and Volunteer Experience

Mentor – Unfold UK

London, UK 2024-2025

goal-focused mentor program based in positive psychology, to encourage a growth mindset for young people at risk

- Volunteer providing one-on-one mentorship to an 11-year-old girl considered at risk and out of school
- Develop structured 12 week learning and goal-setting sessions to build confidence and self-esteem
- Guide creative writing and storytelling projects, including co-developing a children's book
- Foster resilience, self-expression, and curiosity through reflective discussion on personal strengths
- Enrolled student in confidence building courses through research of resources -including chess club for children

English Tutor – Private Tutoring

Paris, France 2020-2021

- Provided one-on-one tutoring for French students, focusing on conversational English
- Created engaging lesson plans incorporating storytelling, real-life dialogues and interactive exercises
- Helped improve pronunciation, listening comprehension and overall confidence in spoken English

English Tutor – Nikko Chemicals

Tokyo, Japan 2015

- Led a class of 20 Professionals to improve English conversation skills for business trips abroad
- Designed interactive lessons focused on business vocabulary, travel scenarios and professional etiquette
- Provided individualized feedback and coaching to enhance fluency and confidence

Education

HEC Paris

MBA, Strategy Concentration | Academic Excellence Scholarship

Jouy en Josas, France

May 2020

Cornell University

B.Sc. in Applied Economics & Management and Communication | Cum Laude

Ithaca, NY

May 2012

United Nations International School - IB Diploma

Higher Level Anthropology, English and Biology

NY, NY

2005-2008

Employment History

Project Management, Growth Strategy and Stakeholder Management:

The Hut Group - Ingenuity

London, England

Ingenuity offers a full funnel ecommerce solution for global brands - incl. marketing, digital, operations and tech to drive growth

Senior Account Director, Ecommerce Enterprise Accounts

August 2022 - June 2025

- Lead long-term revenue and project planning and delivery for enterprise clients, ensuring sustainable mutual growth
- P&L owner for 10 DTCs, developing expansion strategies with marketing and tech teams to drive +35% GMV growth YoY
- Managed launch of cross-functional projects to drive growth in CLTV - incl. A/B testing and subscription program

cont.

Amazon

Luxembourg, Luxembourg

Senior Vendor Manager, MBA Internship

Summer 2019

- Developed proposal for 5 yr expansion strategy through market and pricing research - €5M opp. on services at checkout
- Improved subcategory revenue by +48% via developing and executing traffic & CVR optimization for high margin vendors

Merchandising and Inventory Planning:

Estee Lauder, MAC Cosmetics

New York, USA

Planning Manager, North America Accounts

May 2015 - Oct 2018

- Managed \$160M buying budget for the brand's largest account, reducing overstock by 50% and improving product mix
- Streamlined the phasing in of product for a key category with supply chain, marketing and merch teams – removing \$400k liability in account returns

Ralph Lauren

Tokyo, Japan & New York, USA

Assistant Merchandiser, APAC Omnichannel

May 2012 - March 2015

- Pitched and managed exclusive launches of product for Ralph Lauren Baby APAC, increasing collection sales by +80% YoY
- Rebuilt allocation criteria across 7 APAC countries - tailoring to customer profiles, pricing and regional trends for + 160 stores