

ELENA MIKHAILOVA

Brand Manager — Beauty, Cosmetics & Skincare | Brand Strategy | Retail Marketing | Integrated Marketing
ex-Sleep&Glow · ex-Mercury (Ferrari, Maserati) · Managed 10+ luxury Maisons: Rosenthal Versace, Meissen, Wedgwood, Lladró, Saint-Louis · Master in Fashion Management '27
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SUMMARY

Brand Manager with 8+ years building premium and luxury brands across beauty & skincare (Sleep&Glow Group — Beauty Sleep, Somia, Ayris), automotive (Ferrari, Maserati) and luxury home & tableware (10+ heritage maisons incl. Rosenthal Versace, Meissen, Wedgwood). Led end-to-end brand strategy, NPD and packaging lifecycles, retail/trade marketing and omnichannel GTM for a \$1.7M+ A&P portfolio across CIS and US markets — managing a 15-person team and cross-functional alignment with Sales, Supply, Regulatory, Finance and C-Suite. Delivered +26% website revenue and +17% sales on flagship Beauty Sleep at 16% lower spend, scaled sub-brands Ayris (+73% YoY) and Somia (+142% YoY), and launched the CIS brand into Kazakhstan (0 to 1.35M+ reach). Brings clinical/derm-led claims substantiation, brand health tracking (EMV, CR) and AI-augmented workflows (GPT, Gemini, Claude). Currently completing Master in Fashion Management (Rome Business School) and INSIDE LVMH. Based in Bangkok — open to APAC & Remote, no relocation needed.

CORE SKILLS

Brand & Strategy: Brand Strategy · Brand DNA & Guidelines · Brand Equity Management · Creative Direction · Luxury Brand Management · Portfolio Management
NPD & GTM: New Product Development (NPD) · Packaging & POS Development · Go-to-Market Strategy · Multi-Market Launch (CIS, US, Kazakhstan) · S&OP & Demand Forecasting
Retail & Trade Marketing: Trade Marketing · Visual Merchandising · Retail Excellence · Omnichannel Activation · Co-op Marketing Fund Management
Commercial & Leadership: P&L & A&P Budget Management (\$1.7M+) · Brand Health Tracking (EMV, CR) · Team Leadership (15+) · Cross-Functional Alignment · KOL/Creator Strategy
Beauty & Innovation: Skincare Product Knowledge · Skinification · Clinical Insight Translation & Claims Substantiation · AI-Augmented Brand Workflows (GPT, Gemini, Claude)

PROFESSIONAL EXPERIENCE

Brand & Marketing Consultant — Consumer Brands (Independent) <i>Independent · Brand & Marketing Advisory</i>	Oct 2025 – Present <i>Bangkok, Thailand · Remote</i>
- Advise consumer brands on brand positioning, GTM strategy and omnichannel consistency; refine influencer/KOL partnership frameworks (selection criteria, brief standards, performance optimization) as one lever within the broader marketing mix. - Advise on brand activation and event initiatives, ensuring alignment with brand positioning, target consumer and category codes. - Concurrent with Master in Fashion Management (Rome Business School) and the INSIDE LVMH program.	
Brand & Marketing Team Lead — Multi-market Skincare & Wellness Portfolio <i>Sleep&Glow Group · Premium D2C Skincare, Beauty & Wellness</i>	Jul 2023 – Sep 2025 <i>Barcelona, Spain · On-site</i>
- Controlled \$1.7M+ A&P budget and led end-to-end brand strategy, NPD and multi-channel marketing for a 3-brand portfolio (Beauty Sleep, Somia, Ayris) across CIS markets; owned brand DNA and integrated marketing calendars. - Managed end-to-end NPD and packaging lifecycles — developed POS/packaging, selected raw materials, oversaw factory production workflows, and partnered with Supply Chain on S&OP and demand forecasting to sync inventory with activations. - Owned visual identity and platform management across the portfolio — led brandbooks, product photo/video shoots, packaging design, website content and email campaign creative direction. - Led a 15-member team (5 Senior Leads supervising 10 Junior Specialists), freeing capacity for core brand strategy; drove cross-functional alignment across Sales, Supply, Regulatory, Finance and C-Suite. - Spearheaded creative direction and KOL strategy for flagship Beauty Sleep — +26% website revenue and +17% YoY sales in 2024 at 16% lower spend; AOV +8%; +76% channel reach. - Scaled sub-brands via performance influencer channels — Somia +142% YoY revenue, +111% reach, +64% creative output; Ayris +73% YoY revenue, +14% reach, +44% creative output. - Led Pink October cause-marketing campaign with a charitable foundation — 4M+ reach and +12% MoM website traffic at 30% lower spend; converted the activation into an ongoing donor pipeline. - Monitored brand health trackers (EMV, CR) and optimized daily ROI/CAC/CPR; partnered with dermatological clinics on certified clinical claims. Executed CIS expansion into Kazakhstan (0 to 1.35M+ reach) and integrated Generative AI (GPT, Gemini, Claude) into competitor benchmarking and briefs.	
Influencer & Brand Marketing Manager (US Market Launch) <i>Sleep&Glow · Premium D2C Skincare, Beauty & Wellness</i>	Dec 2022 – Jul 2023 <i>United States · Remote</i>
Managed the critical path for Sleep&Glow's US launch — developed end-to-end GTM for the Skincare and Silk lines and built the influencer/KOL engine on Instagram and YouTube under a tight timeline.	

- Aligned cross-functional GTM streams (creative, performance, supply, PR) to launch milestones; translated consumer insights into 360° campaigns; managed affiliate programs (Rakuten, LTK, Post Affiliate Pro) and optimized ROI/CPA in real time.

Senior Brand Manager (Multibrand Premium Portfolio)

Williams Et Oliver · Luxury Home & Lifestyle Retail

May 2021 – Oct 2022

Moscow, Russia · On-site

- Led the Marketing & Advertising function for 10+ premium brands across online and retail; coordinated GTM, co-op funding and brand DNA alignment with EU, UK and US HQs — contributed to beating annual sales targets by 40%.
- Co-led launch strategy with the Marketing Director for new multi-brand boutiques, incl. the store at the Bvlgari Hotel — defined brand positioning and curated visual development and in-store representation.
- Adapted brand guidelines and visual merchandising standards for 10+ luxury Maisons across 7 retail stores — governed POS materials, window display strategy and in-store video content; built IMC plans and digital activations to drive conversion.
- Coordinated with Sales, Education and Supply Chain teams and creative/media agencies on execution; managed A&P budgets and forecasting; built brand advocacy with 25+ partners across hospitality, aviation and banking.
- Led end-to-end GTM for two new private-label brands, establishing market positioning and visual identity.

Brand Marketing Manager (Ferrari & Maserati)

Mercury · Official Ferrari & Maserati Distributor

Sep 2020 – May 2021

Moscow, Russia · On-site

- Headed Ferrari Roma and F8 Tributo GTM with cross-team alignment — +30% web traffic and +15% sales.
- Streamlined approval workflows with Italian HQ (Maranello, Modena) — cut cycle time 20%; optimized marketing budget and production plans, reducing costs 15%.
- Executed VIP activations and premium media plans to drive brand prestige across a UHNW client base.
- Governed POS materials, window display strategy and in-store video content curation; performed regular competitor benchmarking and consumer insight monitoring, delivering data-driven performance reports to senior management.

Brand & Communications Manager (Multibrand Premium Portfolio)

Williams Et Oliver · Luxury Home & Lifestyle Retail

Apr 2018 – May 2020

Moscow, Russia · On-site

- Coordinated with 10+ global maisons (Rosenthal Versace Home, Roberto Cavalli Home, Lladró, Meissen, Wedgwood and others) to enforce brand DNA at retail and online; executed end-to-end Trade Marketing and Retail Excellence across major department stores.
- Delivered 60+ premium activations and PR events — 50% surge in omnichannel traffic and 20% YoY revenue growth by synchronizing digital strategy with high-end retail experiences.
- Built a 50+ creator ambassador program from zero, cutting paid share 15%; tripled media footprint shifting from traditional PR to strategic B2B collaborations.
- Orchestrated the launch of "Home Space" magazine from concept to print production — established a high-value owned content channel to enhance customer retention.

Event Marketing & Partnership Manager

Vikiland Family Club · Ziyad Al Manaseer Family Office (Forbes Top 100 Arab Family Businesses)

Feb 2015 – Jan 2018

Moscow, Russia · On-site

- Produced premium events end-to-end for UHNW and corporate clients, incl. partners La Roche-Posay, Club Med, Tatneft, Alfa-Bank, TSUM, Mercury and Sberbank — grew revenue 35% YoY with 85% client retention.
- Shifted revenue mix toward B2B collaborations with top luxury and FMCG companies — B2B share 20% to 30% of turnover; integrated XR (AR/VR) and 3D animation into live client experiences to drive engagement.
- Introduced structured workflows and incentive frameworks (+50% operational efficiency); built sponsor and vendor partnerships, reducing supplier costs 30%.

Regional Project Manager

OPEN Group · FMCG Field Marketing (JTI)

Jul 2013 – Mar 2014

Russia · On-site

- Led regional BTL activations for FMCG client JTI across multiple Russian markets, coordinating with field execution networks.
- Standardized reporting and budget tracking for regional managers; leveraged advanced Excel/PowerPoint for demand forecasting and senior-level performance reporting.

EDUCATION

Master in Fashion Management — Rome Business School, Italy (Remote)

2026 – 2027

Master's Degree, International Relations and Affairs — Lomonosov Moscow State University (MSU)

2009 – 2014

CERTIFICATIONS & EXECUTIVE EDUCATION

INSIDE LVMH — Creation & Branding, Operations & Supply Chain (2026) · Creative Marketing Strategy 360 · Latest Communication Technologies · Advanced Training, Current Practices in the Events Industry

LANGUAGES

English — Full Professional (C1, Business English certified) · Russian — Native · Spanish — Elementary (A1)