

Rina Xxxxx

MARKETING EXECUTIVE AND BUSINESS LEADER

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Areas of Expertise

Marketing Strategy – Consistently increased market share and revitalized product channels

Consumer insights – Captured value of consumer insights, identified trends, and led expansion into new markets

Brand Management – Conceptualized visionary brand identity and built brand equity for innovative products

Business Leadership – Transformed clients' portfolio by unlocking hidden opportunities in emerging markets

Career Highlights and Major Achievements

RINAXXXXX GLOBAL MARKETS CONSULTING LLC, Tel-Aviv, Israel

2011 - Present

Multi-service agency consulting on marketing & brand strategies specialized in multicultural markets

Owner and General Manager

Launched a successful company with national and international portfolio and grew business by 300% in four years. Acted as brand representative/spokesperson for clients at industry and special events locally and globally.

- ❑ Established Global business strategies for Eastern European and Russian companies, developed new global markets primarily in FMCG and CPG categories in USA, China, South Africa, Western & Eastern Europe and emerging CIS.
- ❑ Presented briefs and negotiated contracts with local and global research institutes, branding and digital media firms such as TNS Global, Nielsen Company, Businessstat-Russia, D&D Research-Romania.
- ❑ Built brand identity strategy for "MilkSense", the world's first breast feeding monitor, which won first place award in "World of Baby Care" category in 2013.
- ❑ In-house Marketing and Branding Director for Future Crops Ltd start-up; responsible for all phases of new market entry for a new product/brand and campaign roll-out, resulting in €1.5M seed investment by Carrefour Group.

J. WALTER THOMSON MARKETING WORLDWIDE, European Sector, Israeli Office

2000 - 2011

Director of Strategy Division fast-tracked to VP of Strategy

2009 - 2011

Senior Strategist, Planning Division

2007 - 2009

Managed platform-level executive relationships of both agency and clients. Reported directly to CEO, produced high-level reports to internal stakeholders, strategic partners and key customers. Responsible for annual budget of \$23.5M handling 15-10 clients annually.

- ❑ Led growth of "Materna Baby Formula" brand portfolio to 70% market capture against competition of global giants Abbott and Nutricia/Teva, achieving leading status in infant nutrition in Israel resulting in Nestle buyout of a Materna company.
- ❑ Analyzed newly positioned Materna brand awareness and persuaded Nestle to maintain Materna branding. Nestle subsequently re-branded "Gerber Baby Food" products under Materna brand umbrella in Israel and, as projected, became a market leader in baby food category.
- ❑ Developed and directed luxury brand re-structure and architecture for Isrotel Exclusive Collection Luxury for Isrotel Hotel chain, achieving an increase of 130% in total sales in a course of one year.

MIGZARIM MARKETING COMMUNICATIONS, LLC, Tel-Aviv, Israel

1997 - 2006

Full-service advertising firm specializing in marketing for clients targeting domestic multi-cultural segments.

Co-founder and Member of Board of Directors

Director of Strategy Department

2001 - 2006

Director of Account Management Department

1997 - 2000

Directed all aspects of company's portfolio 35 accounts with average annual budget of \$12M. Focused on maximization of market share and revenue growth for clients. Pioneered diversity marketing in Israel in categories of Retail, Finance, Pharma, Mobile Communications and Customer Experience (Coca-Cola, Merck & Co, Strauss Group, Bituah Yashir, Motorola, Egged).

- ❑ Established marketing strategies to expand product visibility in previously considered impenetrable demographic segments; targeted 50+ sectors and sub-sectors based on religion, ethnicity, culture and social environment.
- ❑ Led team of 70 direct and indirect reports including strategic planners, account executives, creative & PR teams, crafting brands resonating with the target audience while meeting client's brief and budget.

Education

HEBREW UNIVERSITY OF JERUSALEM, Jerusalem, Israel

MA in Communications

BA in Communication and Journalism

Professional Development

- ❑ “Digital Marketing” Course (6 months), Ministry of Economy of Israel, Business Association, Tel-Aviv, Israel, 2015
- ❑ Google Analytics Training, Google Display, Google Campus, Tel-Aviv, Israel, 2015
- ❑ Executive Marketing Workshop, Unilever, France, Cannes, 2012

Teaching and Mentoring

- ❑ **Recanati Graduate School of Business Administration, Tel- Aviv University**, 2014 – Present
Delta-Start-up Studio, pre-accelerator workshop for start-ups and venture capitalists
Invited Mentor in “Marketing Insight and Trends” sessions
- ❑ **The Open University of Israel**, Ra’anana, Israel, 2014 – Present
Lecturer of various subjects including Marketing Strategy, Branding Strategy, Global Markets Insights, consistently receiving high students’ evaluations (4.9 out of 5)

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