

# ADRIANA FRASIN

Creative, data-driven marketer.

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Hamburg, Germany



## EXPERIENCE

### Personal Development

#### German Language School, Seminars & Diploma

06/2018 - Ongoing Hamburg

- Life Coaching @ Animas Coaching Institute
- Seminars @ Tony Robbins Mastery University
- Intensive German language classes @UNS
- Makeup Artist Diploma

### Regional Marketing Manager Oral Healthcare

#### Philips DACH

12/2017 - 05/2018 Hamburg

- Portfolio responsibility: 60-100 Million €
- Product management, pricing, P&L, marketing agenda (content and planning across media channels), performance
- Developed a tailored messaging hierarchy via consumer segmentation and ecosystem thinking, to ensure the right message goes to the right audience, at the right time for Sonicare campaigns
- Daily contact with agencies, partners and resellers/distributors

### Regional Marketing Manager Beauty

#### Philips DACH

08/2016 - 11/2017 Hamburg

- Portfolio responsibility: 60 Million € | Delivered double digit growth YTD to Lumea category
- Enabled the right portfolio mix, digital go to market strategy and team spirit between marketing, trade shopper and sales teams
- Lead P&L, market share development, local marketing and activation plans, price and promotion mechanisms, media plans and 360 digital marketing campaigns

### Global Product Manager Beauty Hair Care

#### Philips Global HQ

10/2011 - 07/2016 Amsterdam

- Portfolio responsibility: 20-60 Million € | Delivered 5% CSG
- Drove consumer and market insights for the category, building market analysis, innovation, claim and product roadmaps
- Lead >10 people in cross-functional teams, in product and marketing proposition development and deployment (R&D, Design, Quality, Supply, Marcom, Country Organizations)

## SUMMARY

Passionate & compassionate product manager who:

- > has brought >160 products to life
- > in almost a decade of experience in marketing and product development,
- > garnered across 3 continents, at headquarter and regional level,
- > in a global consumer goods company focused on beauty, health & wellness.

#### Specialities:

Business & Product portfolio management | Product development | Leading cross-functional and cross-cultural project teams | LEAN | Market activation with focus on digital | Event Management | Consumer insights & segmentation | Stakeholder management

## MOST PROUD OF



Launched more than 160 products to market



Delivered double digit growth to a key Philips product category



Hit targets of 360° media campaigns (TV, digital, print)



Became founder of 2 businesses



Working and living experience on 3 continents (NL, DE, RO, USA, HK, CN)

## EDUCATION

Digital Marketing Strategy - Customers, Planning and ROI

**Columbia Business School Executive Education**

📅 11/2017 📍 New York

MSc in Business Administration

**Amsterdam Business School**

📅 2010 - 2011 📍 Amsterdam

BSc in International Business

**Academy of Economic Studies**

📅 2004 - 2008 📍 Bucharest

## STRENGTHS

📈 Strategic & Organized

🎯 Result-oriented

🔥 Creative & Passionate

👥 Able to work cross-functionally and cross-culturally

## LANGUAGES

**English & Romanian**

Native



**German**

Advanced



**Spanish**

Beginner Plus



**Dutch & French**

Beginner



## PASSIONS



**Marketing & Social Media**



**Personal Growth**



**Traveling & Photography**



**Hiking & Skiing**

## AWARDS



**BG Personal Care Award**

Recognition award for displaying 4/6 Philips competencies: lead change, drove operational excellence, delivered results, inspired by example

## COURSE DIPLOMAS

**LEAN Foundational Certificate**

Philips

**Deutsch Zertifikat C1**

UNS Deutschkurse Hamburg

**Certificate of Advanced English & IELTS**

Cambridge

**Certificate of Firewalking**

Tony Robbins Foundation, Unleash the Power within

## SKILLS

**Product development**



**AtL & BtL Campaigns**



**Project & Event Management**



**LEAN**



**Trends & Consumer Insights**



**Powerpoint, Excel, Word**



## LIFE PHILOSOPHY

*"Where focus goes, energy flows"*

Tony Robbins