# **ADRIANA FRASIN**

## Creative, data-driven marketer.

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Hamburg, Germany



## **EXPERIENCE**

## Personal Development

## **German Language School, Seminars & Diploma**

- · 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

- 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

- 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

- 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 crosscultural 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** 

MSc in Business Administration

**Amsterdam Business School** 

**2010 - 2011** 

**BSc in International Business** 

**Academy of Economic Studies** 

# **STRENGTHS**

🖊 Strategic & Organized



Result-oriented



Creative & Passionate



Able to work cross-functionally and cross-culturally

# **LANGUAGES**

**English &** Romanian



German Advanced



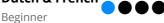
Native

**Spanish** 

Beginner Plus



**Dutch & French** 



# **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 PHILOSPHY

"Where focus goes, energy flows"

**Tony Robbins**