

ELENA MIKHAILOVA

Brand Manager · Product Manager · Marketing Manager — Beauty, Wellness & Luxury | Brand & Product Positioning | NPDP, Launches & 360° Campaigns | Clinically Tested Claims | A&P Budget & Marketing P&L | Influencer & Advocacy ex-Sleep&Glow (Beauty Sleep, Somia, Ayris) · ex-Williams Et Oliver Group (10+ luxury Maisons) · ex-Mercury (Ferrari, Maserati) +66 83 279 6124 (mobile/LINE) · +7 909 629 2188 (WhatsApp) · llenallena.m@gmail.com · [linkedin.com/in/elena-mikhailovas](https://www.linkedin.com/in/elena-mikhailovas) · elenamikhailova.pages.dev

Bangkok, Thailand · Available immediately



PROFILE

Brand and product marketing manager in beauty and wellness, with a background in premium retail and luxury. I turn positioning, NPDP and launch calendars into 360° campaigns across digital, social, influencer and trade. Eight years in premium and luxury brand management, three of them at Sleep&Glow, a beauty brand with clinically tested claims, where I led a three-brand portfolio (Beauty Sleep, Somia, Ayris) and a team of 15, co-owned the marketing P&L and allocated the portfolio A&P budget. Before that I was brand guardian for 10+ luxury Maisons in retail, adapting global brand strategy to the local market with their EU, UK and US headquarters, and ran go-to-market for Ferrari and Maserati with the Italian headquarters in Maranello and Modena. Flagship brand Beauty Sleep grew website revenue by 26% and sales by 17% year on year, on 16% less spend; sub-brands Ayris and Somia grew revenue by 73% and 142% after repositioning; and the portfolio at Williams Et Oliver beat annual sales targets by 40%.

CORE SKILLS

Brand & Product Marketing: Brand Strategy · Brand & Product Positioning · Product Marketing · Portfolio & Assortment Management · NPDP & Launch Management · Launch Calendar · Go-to-Market Strategy · Packaging, Artwork & Claims · Creative Direction · Brand Guidelines & Toolkits
Campaigns & Channels: Integrated Marketing Communications (IMC) · 360° Campaigns · Brand Campaigns, Promotions & Seasonal Activity · Influencer & Advocacy Marketing (KOL) · Gift-with-Purchase (GWP) & Promotional Mechanics · Email & CRM Campaigns · Trade & Retail Marketing · Point-of-Sale Materials (POSM) & Visual Merchandising · Agency & Partner Management · E-commerce Product Content & Listings · Global-to-Local Adaptation
Commercial, Insight & Tools: A&P Budget Ownership · Marketing P&L · Net Sales & Gross Margin · Demand Forecasting & S&OP · Performance Analysis (ROI, CAC, CPA, AOV) · Consumer & Category Insight · Nielsen & Syndicated Category Reports · Competitor & Beauty Trend Analysis · Regulatory, Clinical Claims & Substantiation · Project Management · Stakeholder Presentations & Reporting · Advanced Excel & PowerPoint

PROFESSIONAL EXPERIENCE

Brand & Marketing Manager

Independent · Consumer Brands

Oct 2025 – Present
Bangkok, Thailand · Remote

- Advise consumer brands on brand and product positioning, messaging and omnichannel consistency; build campaign briefs, influencer programs and performance frameworks, and run competitor and category reviews.

Brand & Marketing Team Lead — Multi-market Beauty & Wellness Portfolio

Sleep&Glow · Premium D2C Beauty & Wellness · sleepandglow.com

Jul 2023 – Sep 2025
Barcelona, Spain · On-site

- Led brand and product marketing for a three-brand beauty and wellness portfolio (Beauty Sleep, Somia, Ayris): set positioning, key benefits and reasons to believe, governed brand books, visual identity and tone of voice, built the annual and monthly marketing calendars against net sales targets, managed the assortment across all three brands, directed a 15-member team, and presented results to the C-suite.
- Ran launches end to end: concepts, claims, cosmetic actives and materials (hyaluronic acid, copper, cooling), artwork approval with printers and factories, key visuals and master content angles, and 360° campaign frameworks across digital, social, influencer and trade. Aligned NPDP, Sales, Supply Chain, Regulatory and Finance on one launch date, briefed all agencies from a single toolkit, ran S&OP and demand forecasting, and prepared product data and listings for marketplace channels.
- Co-owned the marketing P&L with the Marketing Manager, allocated the portfolio A&P budget and reviewed advertising investment by brand, including \$1.7M+ influencer marketing spend. Ran focus groups, consumer surveys and competitor benchmarking, worked from syndicated category reports to inform product innovation, and built certified claims from clinical studies run with dermatological clinics and from consumer panels, tracking skin hydration and wrinkle reduction.
- Grew flagship brand Beauty Sleep: website revenue +26%, sales +17% YoY at 16% lower spend, AOV +8% through bundles built to a gross margin target; repositioned and scaled the sub-brands, growing YoY revenue +73% (Ayris) and +142% (Somia); opened a new CIS market from zero to 1.35M+ reach.

Brand & Influencer Marketing Manager (US Market Launch)

Sleep&Glow · Premium D2C Beauty & Wellness · sleepandglow.com

Dec 2022 – Jul 2023
Barcelona, Spain · Remote

- Ran go-to-market for the US launch across the beauty pillow and silk product lines: positioning, launch calendar, channel readiness and influencer programs on Instagram and YouTube; adapted brand messaging to local consumer expectations and managed spend against ROI, CPA and brand-health metrics.

Senior Brand Manager (Multibrand Premium Portfolio)

Williams Et Oliver Group · Luxury Home & Lifestyle Retail · domfarfora.ru

May 2021 – Oct 2022
Moscow, Russia · On-site

- Acted as brand guardian for 10+ luxury Maisons: adapted global brand strategy to the local market, cleared marketing calendars, launch plans and campaign assets with their EU, UK and US headquarters, unlocked co-op marketing funds, allocated the portfolio A&P budget and beat annual sales targets by 40%.
- Ran seasonal 360° campaigns across the website and 7 boutiques, including GWP and promotional mechanics, coordinating creative and media agencies from planning to delivery and running email campaigns and newsletters with E-commerce. Standardized brand guidelines, POSM, displays and visual merchandising, and drove end-to-end go-to-market for 2 private-label brands.

Brand Marketing Manager (Ferrari & Maserati)

Mercury · Official Ferrari & Maserati Distributor · mercury.ru

Sep 2020 – May 2021
Moscow, Russia · On-site

- Headed go-to-market for the Ferrari Roma and F8 Tributo: +30% web traffic and +15% sales; cleared campaigns and local adaptations with the Italian headquarters in Maranello and Modena, and cut marketing production costs by 15%.

Brand & Communications Manager (Multibrand Premium Portfolio)

Williams Et Oliver Group · Luxury Home & Lifestyle Retail · domfarfora.ru

Apr 2018 – May 2020
Moscow, Russia · On-site

- Ran trade marketing and retail excellence for 10+ luxury Maisons across major department stores, holding brand standards at the counter and online. Project-managed 60+ premium activations and press events with media and PR agencies, which lifted omnichannel traffic by 50% and revenue by 20% YoY, and built an ambassador program of 50+ influencers from scratch, cutting the paid share of media by 15%.

EARLIER EXPERIENCE

Regional Project Manager — OPEN Group, Moscow. FMCG below-the-line (BTL) campaigns for JTI across Russia; demand forecasting in Excel. Jul 2013 – Mar 2014

EDUCATION

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

Apr 2026 – Apr 2027

Master's Degree in International Relations — Lomonosov Moscow State University (MSU), with Honors

Sep 2009 – Jun 2014

Certifications: INSIDE LVMH — Creation & Branding, Operations & Supply Chain · Creative Marketing Strategy 360 ·

2026

Digital Strategy in Marketing — National Research University (Higher School of Economics)

2022

Languages: English — Full Professional Proficiency · Russian — Native · Spanish — Elementary · Thai — Beginner (just started)