



CONTACT

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LANGUAGES

Italian — Professional
English — Fluent
French — Intermediate
Russian — Native

KEY SKILLS

- Digital marketing strategy
- SEO / SEM
- Social media management
- Display & programmatic advertising
- Email marketing & DEM
- Product launch management
- Campaign performance & KPI tracking
- ROI analysis & budget management
- Growth strategy & audience targeting
- Promotional presentations
- Event planning & hosting
- Cross-functional & regional collaboration

TOOLS

Google Ads · Meta Ads · LinkedIn Ads
Google Analytics · SEO/SEM tools
CRM · Marketing automation · DEM
Nielsen · Power BI
CMS · Miro · Notion · Figma
MS Office (advanced)

EDUCATION

Executive MBA
ESCP Business School
IT · FR · DE · ES | 2021–2023
#3 Worldwide — FT Ranking

Valeria MUKHINA

Head of Marketing | Consumer Brands · FMCG · International

Results-driven digital marketing professional with 10+ years of experience planning and executing integrated digital campaigns across SEO/SEM, social media, email, and display channels. Proven track record of managing product launches, optimising marketing budgets, and translating data insights into creative growth strategies in fast-paced consumer and B2B environments. Multilingual profile (Italian, English, French, Russian) with strong cross-functional and international collaboration experience across EMEA markets.

KEY ACHIEVEMENTS

- Planned and executed integrated digital marketing campaigns (SEO/SEM, social, email, display) across 20,000+ POS: +38% brand awareness (Nielsen), 100,000 enrolments in 3 months, +30% above target
- Managed €1.5M marketing budget across digital and offline channels; tracked ROI and KPIs in real time; coordinated creative, media, and PR agencies for fully integrated execution
- Led product launch marketing plans for 15+ new product introductions: promotional presentations, in-store mechanics, digital campaigns and sales support materials; +14% revenue growth (Invitro)
- Optimised digital presence and SEO/SEM performance across 7 international markets: +23% qualified web traffic; managed email marketing and social media content strategy
- Planned and hosted trade shows and marketing events across EMEA and Middle East markets; coordinated international stakeholders and external agencies from brief to delivery

PROFESSIONAL EXPERIENCE

Marketing & Business Development Director

2022 – 2025

Expoglobal Group | International brand activation — EMEA & Middle East

- Planned and executed digital marketing campaigns (Google Ads, LinkedIn Ads, SEO/SEM, DEM, social media) for brand partners across EMEA; defined KPIs, monitored performance, and optimised spend based on insights
- Led product launch marketing projects at country/regional level: messaging, target audience definition, digital content, promotional presentations, and cross-channel campaign execution
- Managed social media presence across multiple brand profiles; monitored performance metrics and maintained brand consistency across all digital touchpoints
- Planned and hosted international trade shows and marketing events; coordinated agencies and suppliers from brief to on-site delivery across multiple countries
- Collaborated with regional stakeholders to ensure strategy alignment and consistent implementation across markets — equivalent to WEU regional coordination model

Senior Marketing Manager — Digital & Consumer Activation

2021 – 2022

X5 Group | Russia's largest FMCG consumer retailer — 20,000+ POS

- Planned and executed omnichannel digital campaigns (social media, display, DEM, SEO/SEM) in a fast-paced consumer environment; tracked and reported campaign performance against KPIs and ROI targets
- Managed €1.5M budget across digital and traditional channels; identified trends and insights to continuously optimise spend and performance across campaigns
- Brainstormed and implemented creative growth strategies for loyalty programme activation: 100,000 sign-ups in 3 months, +38% brand awareness across 15 cities
- Prepared detailed promotional presentations for internal stakeholders and external partners; collaborated cross-functionally with Sales, Commercial, and agency teams

Senior Marketing Manager

2020 – 2021

SistemaBiotech | Health & biotech

- Built digital marketing function from scratch: SEO/SEM, LinkedIn Ads, Google Ads, email marketing, social media; managed product launch communications and sales enablement; growth target exceeded +146%

International Marketing Manager

2019 – 2020

Bachelor in Marketing

RANEPA | 2015–2016

Master's in LanguagesMoscow Linguistic
UniversityEnglish & Chinese |
2004–2009*Cromos Pharma | International CRO — 7 countries*

- Executed digital marketing and SEO optimisation across 7 international markets; managed social media, email campaigns, and corporate content; +23% qualified web traffic

Marketing Manager

2015 – 2018

Invitro LLC | Medical diagnostics — 6 countries, 70+ centres

- Managed digital and offline campaigns across 70+ locations; led launch marketing for 15 new services; planned and hosted corporate events and trade shows; +14% revenue growth

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