



# Irina Zorina

Experienced marketing manager, global, pharmaceutical industry

Paris, France

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## Languages

English (Fluent)

Russian (Native)

French (Work Proficiency)

## About

Experienced Marketing and Business Development Manager with demonstrated history of high achievements at global and local levels. Ability to execute 360° marketing campaigns, roll out the product launches worldwide, while ensuring the consistency of defined strategy, KPIs, objectives, deadlines

### BRANDS WORKED WITH

BIOCODEX

Ferrosan International

Omega Bittner

Septodont

## Experience



### ● Corporate Marketing Manager (therapeutic group)

Septodont | Jan 2020 - Feb 2022

- Successfully managed relaunch of generic products portfolio (14) within time limitation, budget constrains according to KPIs
- Relaunched the one of the key product (BioRoot RCS) with demonstrated positive growth (+20%) despite of lockdown period
- Constructed digital eco-system from zero through launch of the new communication strategy and cooperation with KOLs
- Team management (2 people)



### ● International Group Product Manager

BIOCODEX | Jul 2015 - Apr 2019



### ● OTC Marketing Manager

BIOCODEX | Jan 2012 - Jan 2015

- Accelerated market share by 50% (key brand for the company)
- Marketing strategy and tactical plans development and rolling out
- 5 products successfully launched with demonstrated fast positive performance (homeopathy, OTC, medical devices, cosmetics)

### ● Senior Product Manager

Omega Bittner | Jan 2010 - Jan 2012

- 14 products successfully relaunched with demonstrated fast positive performance
- 360° promo campaign developed and launched
- national KOL program launched

### ● Product Manager

Ferrosan International | Jan 2006 - Jan 2010

- Successfully launched:
  - 3national long-term loyalty programs with key partners (pharma stores and pharma distributors)
  - productline rebranding, 360° campaign creation and launch (turnover +30%), strategy and operational plans development and implementation
  - Developed and rolled out promotional activities, PR campaigns

## Education & Training

2014 - 2016

### ● Grenoble Ecole de Management

International MBA with distinction, Entrepreneurship

1998 - 2003

### ● Russian Presidential Academy of National

Master 2, Strategic Management

