



Elena Taraskina Ohannessian

10+ years of marketing and communication experience with Unilever, L'Oréal and most recently my own branding agency.

Paris, France

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Languages

English (Native)

French (Native)

Spanish (Basic)

About

SKILLS

- Brand strategy and management: brand positioning, product portfolio, market analysis, consumer research, product design, brand performance analysis
- Marketing and brand communication: packaging design, advertising, content production, art direction
- Creative teams' sourcing and management
- Project planning and budgeting
- Client management
- Pitch deck preparation and presentation

INDUSTRIES

Cosmetics • Fashion • Hospitality • Digital Services • Food & Beverages

MARKETS

France • UK • USA • UAE

CURRENTLY OBSESSING OVER

Design that sparks emotion, snappy storytelling, conceptual set-design and art history.

BRANDS WORKED WITH

Door 11 Agency

L'Oréal

Unilever

Experience

● Experienced Brand Manager / 10 years / ex-L'Oréal

Door 11 Agency | Sep 2021 - Now

Over 20 projects completed across 6 industries (beauty, luxury, fashion, hospitality + others).

Worked for brands based in France and abroad (USA, UK, UAE, Russia).

Accompanied clients on:

- Brand Strategy
- Visual Brand Identity
- Brand Activation
- Content Production



● International Brand Manager

L'Oréal | Sep 2015 - Apr 2021

Led the innovation pipeline strategy and international communication development for 3 different brands (Vichy, La Roche-Posay, L'Oréal Paris). Achieved double-digit growth on assigned product portfolios + delivered breakthrough campaigns with strong KPI's.



● Brand Manager

Unilever | Aug 2012 - Sep 2014

Successfully completed Unilever's Future Leaders Programme and took over the Lipton tea brand as Brand Manager.

- Relaunched Lipton Green with a 360 media campaign and a nation-wide PR activation
- Organized and rolled out a massive competition-mechanic promotion with media support and in-trade activation
- Stabilized performance in the context of a price war across the tea category

Education & Training

- 2022 - 2022 ● **Future London Academy**
Future of Branding Certificate, Branding
- 2021 - 2022 ● **Skvot**
Art Direction Certificate, Art Direction
- 2014 - 2015 ● **HEC Paris**
MSc Marketing, Marketing
- 2008 - 2012 ● **Aston Business School**
BSc International Business & Management, Business