



Yulia Plakhotnyuk

Digital Marketing Consultant

Montpellier, France

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Languages

Russian (Native)

French (Fluent)

Spanish (Basic)

Ukrainian (Basic)

English (Fluent)

About

Entrepreneurial and innovative C-level Executive with Marketing, Strategy and Retail Operations expertise of maximising sales growth, profitability and awareness of the world-class beauty brands. 9+ years of full P&L responsibility on international level for 35 countries in EMEA region. 15+ years of cross-functional team leadership (sales, marketing, training and development, communication, store design, finance). Track record of driving best-in-class omnichannel consumer experiences and retail development. Digital marketing expertise. Passionate about innovation and business transformation.

BRANDS WORKED WITH

Estée Lauder

Growth Solutions Lab

ICN Pharmaceuticals

Tidy

United Europe Holding

World Beauty Experts

Experience

● Business Strategy & Digital Marketing Consultant

Growth Solutions Lab | Oct 2020 - Now

Advising companies on commercial activities (B2B and D2C), marketing and presence on the Internet and social media on go to market strategy, new product and service development, process digitalisation, e-commerce, digital marketing and social media strategy directly and through agencies Dialectica, Maven, AlphaSights, Coleman Research. Key clients NEZA service for individual customers and fragrance professionals. Personal perfumes, scent creation ateliers, perfume formula development, consulting <https://www.neza-parfums.com> JV WEB Digital visibility and acquisition strategies agency <https://www.jvweb.com>



● EMEA Brand General Manager MAC, Too Faced Travel Retail

Estée Lauder | Oct 2015 - Jun 2019

Led MAC Cosmetics, #1 prestige makeup brand across 35 countries of EMEA with P&L responsibilities in the region. Retail sales €100M, 100+ points of sale, team of 500 talents. Has driven retail, wholesale, distribution expansion and brand awareness and has delivered significantly higher than industry average profitability.

Achievements

Optimised OPEX structure and achieved 40% savings in T&E; increased FTE productivity by 20%, increased marketing activation budget by 25%. Transformed and digitalised education function and developed new retail concepts that improved consumer shopping and service experience.

Revolutionised and rationalised product portfolio strategy. Increased SCU productivity by up to 300%. Reduced assortment by 40% maintaining the total sales value:

- Launched Travel Retail Exclusive products and services and grew their MOB from 0% to 13%.
- Developed and successfully applied new VM tools improving key categories' performance.
- Designed and executed powerful omnichannel story-telling campaigns for star products.

Grew MAC brand awareness across EMEA region and maximised business with key consumer segments (e.g. sales to Chinese travellers has grown up to 5 - 10 times in selected stores):

- Created and implemented 360 action plans by key retailer, key nationality, major airports, key travel moments.
- Developed influencer collaboration and communication strategies according to nationality of travellers

Led brand digitalisation in Travel Retail EMEA

- Introduced in-store retail technology (CRM, service reservation, virtual

try-on, social media aggregator)

- Launched reserve & collect concept in major airports of brand presence.



● **Brand General Manager MAC CEI**

Estée Lauder | Jul 2010 - Sep 2015

Was selected by EMEA team to grow MAC Russian business, ensure top brand standards, roll out distribution protecting LDG, cultivate relationship with retail partners, EMEA and global teams. Exceeded company's expectation bringing Russia to the #1 MAC market of Continental Europe (in terms of retail sales (€70M/ year), profitability and store productivity).

Achievements

Tripled sales and distribution in 4 years. Achieved Retail Sales €70M:
- Developed and executed distribution strategy across 6 countries and all key cities expanding from 12 to 60 stores.
- Drove sales growth (CAGR 35%+) maintaining double digit like door growth.

Delivered record NOP value increases (8 times in 3 years).

- Developed and implemented the system of retail employee motivation resulted in reduction of staff turnover by 20%, growth of customer satisfaction and FTE productivity increase by 15%.
- Optimised commercial terms for the retail partners based on progressive bonification for meeting defined KPIs.

Defined requirements, prioritized features, and launched e-commerce business & CRM achieving 10% of e-com MOB.
Created and maintained the culture of service excellence across the region. Gained top score in EMEA mystery shopper.
Oversaw activity of MAC AIDS Fund in Russia and CIS (budget \$1M- \$3M a year).



● **Brand General Manager Darphin, Aveda Russia**

Estée Lauder | Jan 2008 - Jun 2010

Was promoted by the EMEA team and affiliate GM for the general management role responsible for €3M retail sales. Led sales, marketing and retail employee education with full accountability for Darphin brand P&L.

Oversaw the transition of the recently acquired brand from the distributor into ELC Russia and spearheaded a new pharmacy distribution channel.

Created and executed go to market strategy Aveda and Beauty Bank brands in the Russian market.



● **Marketing Director Estee Lauder**

Estée Lauder | Jan 2006 - Dec 2007

Led marketing function of Estee Lauder brand across all 3 product categories. Drove sales forecasting, advertising (budget €5M), trade marketing, visual merchandising. Achieved market share growth by 10%, brand awareness growth by 20%.

● **Group Brand Manager P&G Fine Fragrances**

United Europe Holding | Jun 2004 - Dec 2005

Led trade-marketing and PR activity of P&G fine fragrance portfolio in Russia

● **Head of New Projects**

Tidy | Sep 2001 - May 2004

Led personal care brands developpement amd launches

● **Senior Marketing Analyst**

ICN Pharmaceuticals | Mar 1998 - Mar 1999

● **Sales & Business Development Director EMEA**

World Beauty Experts | Oct 2022 - Now

Development of beauty brands internationally

Education & Training

- 2020 - 2022 ● **EFAP**
MBA, Digital Marketng & Business
- 2018 - 2018 ● **IMD Business School**
Executive education, Digital Disruption
- 2000 - 2001 ● **Strathclyde Business School**
Master of Science, International Marketing
- 1993 - 1998 ● **Chelyabinsk State University**
Master, World Economy