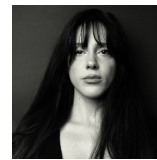


Marie NISHE

BRAND & RETAIL DEVELOPMENT MANAGER

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SUMMARY

Brand & Retail Development Manager with a design background. Experience across UK, France, and US in beauty and jewellery. Focused on strategy, partnerships, and digital presence. Comfortable working across teams, analysing markets, and building long-term foundations for international brand growth.

EDUCATION

ECOLE DE COMMUNICATION VISUELLE | Paris **2019 – 2020**
GEORGE BROWN COLLEGE | Toronto
Master 2 in DESIGN AND STRATEGY

GEORGIAN - EUROPEAN UNIVERSITY | Tbilisi **2008 - 2012**
Bachelor of Arts and Science in ARCHITECTURE, INTERIOR

WORK EXPERIENCE

ESHVI JEWELLERY | London, Tbilisi **2025 – Present**
London based upper premium jewellery brand.

General Manager

- Hired and trained a new team across sales, operations, and marketing, building a strong foundation.
- Managed & worked closely with marketing, finance, design, and sales to improve collaboration and day-to-day efficiency.
- Took ownership of CRM, introducing more personalised communication to strengthen client relationships.
- Updated product collections, brand decks, and order forms to make our offer more commercial and easier to buy into.
- Developed digital growth strategies to boost e-commerce sales.
- Managed key international retail partnerships including our website, Farfetch, Rheinholds, and Printemps.

WECURATE AGENCY | London, Paris **2020 – 2024**
Beauty Agency

Senior Brand & Retail Development Manager

Worked with premium beauty and fragrance brands on their retail and digital growth across the UK, France, and the US

Clients: Bon Parfumeur, D'Orsay, Horace, Rouje, among others.
Retail partners: Sephora, Harrods, Selfridges, Harvey Nichols, Fenwick, Farfetch, Browns Fashion, Printemps, Liberty etc.

- Audited launch strategies analysed market data and P&L and helped 30% of clients to refine their strategy before going live.
- Built retail and growth plans tailored to each brand, helping them expand into new markets and boost visibility both online and in-store.
- Helped brands define their assortment, price positioning, and messaging to match key retail and e-commerce targets.
- Worked closely with buying teams to track sales, adjust strategies, and optimise SKU placements.
- Increased Bon Parfumeur's sales by 20% on THG and Sephora through targeted campaigns. Curated SKUs, gifts, and promotional banners to drive engagement and sell-through, while also managing all e-retailer submissions to ensure product data, pricing, and visuals were accurate and on-brand.
- Led cross-functional teams, including PR agencies, designers, and approved contractors, to deliver brand campaigns and projects.

KEY ACHIEVEMENTS

WESTFIELD LONDON POP-UP

Designed brand identity and supervised a retail project for a Westfield pop-up featuring six brands.

RETAIL PARTNERSHIPS

Secured partnerships and placements for brands with leading retailers. For Example:

- Negotiated D'Orsay's launch at Harrods, Browns, Farfetch, and Selfridges.
- Arranged Bon Parfumeur's launch at Harvey Nichols, securing a prominent ground floor location.

LANGUAGES & TECHNOLOGY

Languages:

Georgian (Native), English (Fluent),
French (Intermediate), Russian (Intermediate)

Adobe:

Illustrator, XD, Figma, Photoshop, InDesign,
Premiere Pro.

Microsoft Office:

PowerPoint, Excel, and others.

CERTIFIED PROGRAMS

CENTRAL SAINT MARTINS

Certified Program in "DIGITAL GRAPHIC DESIGN"
2020 London, United Kingdom

CREATIVE EDUCATION STUDIO

Certified Program in "GRAPHIC DESIGN, DIGITAL SKETCHING"
2018 - 2019 Tbilisi, Georgia

GEORGIAN INSTITUTE OF PUBLIC AFFAIRS

Certified Program in "BASICS OF PSYCHOLOGY",
"COMMUNICATION AND ADVERTISING"
2017 - 2018 Tbilisi, Georgia

SKILLS

Retail Development
Beauty & Jewellery
Market Analysis & Research Strategy
Brand International Development
Team Management
Adobe Softwares
E-Commerce
Web Design