

# Marie NISHE

## Brand & E-Commerce Manager

Partnership & Retail Strategy Specialist

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## SUMMARY

Brand & E-Concessions Manager with a strong design foundation. Expertise across the UK, FR, and US managing premium to luxury fragrances, skincare, cosmetics, and jewellery. Skilled in brand strategy, partnerships, and e-commerce management.

## EDUCATION

**ECOLE DE COMMUNICATION VISUELLE** *Paris, Toronto*  
**GEORGE BROWN COLLEGE** *2019 - 2020*

Master 2 in DESIGN AND STRATEGY

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

## WORK EXPERIENCE

**WECURATE BEAUTY AGENCY** *Paris, London*  
**Brand & E-Concessions Manager** *2020 - 2023*

Partnership & Retail Specialist

### Brand Management

- Conducted brand entry plan audits, market analysis, competitor overviews, and P&L evaluations, leading 30% of brands to adjust launch plans for better success.
- Managed multiple brand portfolios, creating strategies to grow visibility and performance across online and in-store channels.
- Negotiated with buying teams to track sales, deliver weekly performance reports, and create action plans to meet KPIs.
- Directed SKU and shelf placements during launches, positioning products near key competitors to boost visibility and sales.
- Expert in presenting strategic plans to senior leaders, using strong design skills to deliver clear, actionable outcomes.

### E-Concessions Management

- Designed online growth strategies to increase sales and improve customer experience.
  - Example: Increased Bon Parfumeur's THG sales by 20% through targeted campaigns.
  - Example: Crafted campaigns for platforms like Sephora and Lookfantastic, curating SKUs, gift lists, and promotional banners to drive online engagement.
- Submitted product data files for e-retailers, providing all necessary details (pricing, descriptions, and visuals).
- Monitored e-retailer platforms post-launch, fixing any errors quickly.
- Tracked margins and performance to optimise ROI and refine e-commerce strategies.

### Project & Team Management

- Led cross-functional teams, including PR agencies, designers, and approved contractors, to deliver brand campaigns and projects.
- Directed business strategy and rebranded (including logo and web design) WeCurate, creating an upper premium agency, leading to increased deals, tripling income over three years.

#### Clients

*D'Orsay, Bon Parfumeur, Bastille, Horace, Rouje, Skyn Iceland, What Matters, Almora Botanica, World of Reza, S&G, Nykaa, YFL.*

#### Retailers

*Sephora, Harrods, Selfridges, Farfetch, Browns Fashion, Fenwick, Harvey Nichols, Liberty, Brown Thomas, Westfield, Anthropologie, Lookfantastic.*

**MERCEDES - BENZ**  
**Art Director Assistant**

*Tbilisi, Georgia*  
*2016 - 2019*

- Built designs and presentations for commercial negotiations.

## 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.
  - Example: Negotiated D'Orsay's launch at **Harrods, Browns, Farfetch, and Selfridges.**
  - Example: 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

Market Analysis and Research  
Strategy  
Brand Audit  
Graphic Design  
Web Design  
Tech-savvy  
Adobe Softwares