

# MARIE NISHE

Account & Marketplace Manager | Brand Development

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## WORK EXPERIENCE

ACCOUNT MANAGEMENT | DESIGN & STRATEGY

**WeCurate Beauty Agency** | April 2021 - September 2023  
Paris, France - London, United Kingdom

**Account management & Market Expertise (UK, US & FR) for WeCurate beauty brands**

- **Brand Audit:** Conducted comprehensive beauty brand audits, including in-depth market analysis, competitor overviews, brand mapping, and P&L (profit & loss) analysis. Provided pricing and brand positioning recommendations, and offered strategic guidance on various facets of **brand development**, such as product innovation, emerging trends, visual identity, collaborative initiatives, brand promotions, and more.
- **Business Development:** Led market analysis and crafted strategies to successfully launch brands with prominent UK retailers, including Harrods, Selfridges, Harvey Nichols, Sephora, Browns Fashion, and other key industry players.
- **Brand Management:** Negotiated with retailer buying teams, oversaw design creation to align with visual identity, and provided sales reporting and analysis.
- **Contractor Management:** Oversaw relationships with PR agencies, designers, and popup architects, ensuring smooth collaboration and project execution.
- **Clients:** D'Orsay, Bon Parfumeur, Bastille, Horace, Rouge, Skyn Iceland, What Matters, Almora Botanica, World of Reza, Nykaa & YFL.

**WeCurate Agency Internal Strategy Development**

- Led company business and strategy development efforts.
- Oversaw corporate identity creation, including logo and website design and management.
- Managed a retail project involving the creation of a multibrand popup in London's Westfield.

ART DIRECTOR

**NTIG, Web platform BEST OFFER** | 2016 - 2019  
Tbilisi, Georgia

- **Strategy Implementation and Development:** Executed and advanced the company's strategic initiatives.
- **Creative Team Management:** Oversaw the creative team responsible for web design visuals, video advertising campaigns, and other visual elements.
- **Website Development:** Contributed to the development and overhaul of the company's website.
- **Project Supervision:** Managed team members, ensuring the successful development and progression of projects.

ASSISTANT TO THE ARTISTIC DIRECTOR

**MERCEDES-BENZ** | 2016 - 2019  
Tbilisi, Georgia

**Designs and Presentations:** Created designs and presentations for commercial negotiations.

INVITED BRANDING ADVISOR

**BEAUTY BOX** | 2018  
Tbilisi, Georgia

**Packaging and Web Design Development:** Developed multiple packaging and web design options.

## EDUCATION

ECOLE DE COMMUNICATION VISUELLE / GEORGE BROWN COLLEGE

**Master 2 in DESIGN AND STRATEGY**  
2019 - 2020 Paris, France | Toronto, Canada

GEORGIAN - EUROPEAN UNIVERSITY

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

## CERTIFIED PROGRAMS

CENTRAL SAINT MARTINS

Certified Program in "DIGITAL GRAPHIC DESIGN"  
2020 London

Specialised training in digital graphic design softwares:  
AI, ID, PSD

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 STRATEGY & ADVERTISING  
2017 - 2018 Tbilisi, Georgia

## LANGUAGE SKILLS



## SOFTWARE



## AWARDS AND ACHIEVEMENTS

CENTRE FOR SOCIAL EQUALITY

Certificate of Appreciation | **2017**

Volunteer. Branding and Implementing a fundraising event Campaign in Tbilisi - 'counting starts with one' for a victim of domestic violence.

IED BARCELONA

Winner | **2013**

Scholarship for three-year course of Interior Design.

IED ROME

Winner | **2010**

Scholarship for three-year course of Interior Design.

SPRING DAY FOR EUROPE

Certificate | **2009**

Participated in European Cultural Heritage of the ITC and the modern language "Marco Polo" - Bari, Italy.