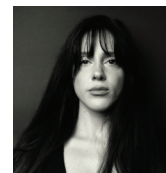


Marie NISHE

Senior Brand Strategist and Development Manager

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SUMMARY

Senior Brand Strategy and Development manager with a strong foundation in design. Expertise across the UK, US, and EMEA, contributing to the growth of premium to luxury fragrances, skincare, cosmetics, and jewellery brands.

EDUCATION

ECOLE DE COMMUNICATION VISUELLE / GBC *Paris, Toronto*
Master 2 in DESIGN AND STRATEGY 2019 - 2020

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

WORK EXPERIENCE

WECURATE BEAUTY AGENCY *Paris, London*
Senior Brand Strategist and Development Manager 2020 - 2023

- **Brand Audit:** Conducted brand entry plan audits, market analysis, competitor overviews, recommendations, and P&L analysis leading 30% of brands to adjust launch timelines.
- **Business Development:** Launched brands with retailers like Harrods, Selfridges, Sephora, Browns Fashion, and other leading retailers securing prime placements at no cost. Examples:
 - *Negotiated D'Orsay's launch at Harrods, Browns, Farfetch, and Selfridges.*
 - *Arranged Bon Parfumeur's launch at Harvey Nichols, securing a ground floor location.*
- **Brand & Account Management:** Managed multiple brand accounts across retailers, negotiated with buying teams, and presented weekly sales analysis, providing strategic guidance for innovation, trends, and collaboration to boost awareness. For instance:
 - *Formulated strategies with department stores, resulting in exceeding Bon Parfumeur's THG sales targets by 20%.*
- **Contractor Management:** Coordinated with PR agencies and designers; evaluated sales progress to suggest strategies; recommended approved contractors; and assisted with shelf designs for department stores.
- **Wecurate Agency Internal Development:** Directed business strategy and rebranded 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.

NTIG, WEB PLATFORM BEST OFFER (Company Closed) *Tbilisi, Georgia*
Art Director 2016 - 2019

- Guided creative team for web visuals, video ads, and other elements, contributing to the company's website development.

MERCEDES - BENZ *Tbilisi, Georgia*
Art Director Assistant 2016 - 2019

- Built designs and presentations for commercial negotiations.

BEAUTY & THE BOX *Tbilisi, Georgia*
Invited Branding Advisor 2018

- Created diverse packaging and web design alternatives; led to an 80% rise in customer engagement and positioned the brand as top choice in the industry.

KEY ACHIEVEMENTS

WESTFIELD LONDON POP-UP

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

REBRANDING

- **S&G:** Fully rebranded a home fragrance Australian brand, leading to doubled orders.
- **Pure Harmony:** Created brand and product designs for an affordable Australian home fragrance line, resulting in frequent sell-outs.

ACCOUNT MANAGEMENT

- Tripled brands income through holiday strategies with department stores.

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