

Alexandra Wain-er

Brand Director at Roltime LTD.

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Languages

- English
- Hebrew
- Russian
- French

About

As the ultimate brand champion, I'm passionate about sales, marketing, business growth and customer satisfaction. I have spent my entire career within the same company and progressed through multiple roles within a luxury retail business. I understand how to close sales, manage store operations, market a brand and its products, and generate revenue.

I bring expertise in logistics, merchandising, planning, strategy, problem solving, negotiation, multilingual communication (English, Russian, Hebrew) and financial management. Offer an intuitive understanding of the nature of brand and event management, integrated marketing, and key consumer motivators. The kind of results I deliver are increasing retailer purchases by 35%, innovating a new product placement system that increased sales by 15%, managing multi-channel advertising campaigns, and leading and building high performing sales teams.

My key drivers are helping businesses to thrive, providing an exceptional customer experience, training and leading high performing sales teams, and helping people enjoy life. Highly value loyalty, sincerity, honesty and trust. I am able to draw on extensive experience and well-developed capabilities to excel in marketing a business through targeted advertising campaigns to reach a key audience.

I can be described as focused, positive, diligent, innovative and energetic. In my free time I express my strong artistic streak and display my paintings in Galleries over the world and on various networks.

BRANDS WORKED WITH

- Padani
- Padani Jewellers
- Roltime LTD.

Experience

● Director Of Brand Management

Roltime LTD. | Jan 2020 - TUMI

● Brand Director

Padani Jewellers | Jul 2018 - Jan 2020

● Brand Marketing Manager

Padani | Feb 2002 - Jul 2018

My responsibilities include the brand management in terms of : advertising, launching new product, media plan for the fiscal year, budgets, product orders on monthly basis, PR for 6 brands in printed media. Also , I am responsible for advertising budget followed by headquarters abroad . I deal with clients and the special orders for very exclusive pieces directly.

My duty is to create professional liaison between Padani and the brands we represent in Israel among other very important obligation , which is only my odd job.

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Education & Training

- 2020 - 2021 ● **DIGITALENT**
PPC Digital MANAGER, GOOGLE, META
- 1998 - 2001 ● **Bar-Ilan University**
Bachelor of Arts (B.A.),
- 1992 - 1995 ● **Neve Sarah Hezog**
High school certificate,