



RELATED EXPERIENCE

◆ Saneri Ltd.

CEO | founder (www.saneribox.lv)

08.2014. – 11.2016.

E-commerce startup focused on providing marketing and PR services to cosmetics companies in Latvia. We have created a niche on the market by building a "beauty box" subscription service- an effective marketing tool for cosmetics manufacturers and distributors to promote their products, by giving target audience an opportunity to test cosmetics samples at home before making decision on purchase of full-sized products.

Main responsibilities:

- fully in charge of company's operational processes, financing, sales, HR, PR, strategy planning and implementation, marketing activities and CRM;
- being an inspiring enthusiast with high standards of personal ethics while leading the team and encouraging colleagues;
- ultimately responsible for company's successful performance and high-level brand image, continuously growing customer data base and achieving sales targets.

◆ Antaris Ltd.

Chief Marketing Officer

05.2014. – 12.2014.

Retail chain operating 65 grocery stores across Latvia with an annual turnover of EUR30 million.

Main responsibilities:

- overall marketing strategy development and implementation for 65 grocery stores located in different regions of Latvia;
- implementation and management of marketing budget;
- ATL & BTL marketing activities planning and control of execution;
- pricing strategy; development and measurement of key metrics around the business, including loyalty program KPI's, user acquisition, conversion rates, satisfaction and renewal rates;
- development and execution of company re-branding project.

◆ Drogas Jsc. (A.S. Watson Group)

Customer Relationship Manager

03.2013. – 04.2014.

Main responsibilities:

- manage and operate company's loyalty program; maintain current member's loyalty and satisfaction level and ensure the CRM KPIs are achieved in positive trends;
- develop company's CRM strategies basing on global CRM strategy and findings;
- based on analysis, design and organize CRM campaigns to generate high customer response and additional margin;
- develop and implement targeted promotions (digital marketing, DM);
- manage and control marketing budget and strategy planning;
- web/digital project management, new web-page development and launch.

◆ Baltic Trading Ltd.

Executive Director

03.2012. – 01.2013.

Contract job in a HORECA business.

Main responsibilities:

- rearranging business processes and preparing it for sale;
- financial flow planning and control;
- staff management; organization and control of supply process;
- building relationships with external partners and suppliers;
- development and coordination of all marketing, advertising and promotional activities.

◆ Nutricia Ltd. (DANONE Baby Nutrition Baltics)

Brand Manager Milupa

03.2011. – 12.2011.

Main responsibilities:

- developing marketing budget and strategy for Milupa brand;
- planing, managing and coordinating all marketing, advertising and promotional activities Pan-Baltic;
- analyzing market trends, flagging issues and opportunities, proposing solutions for portfolio performance improvement;
- maintaining information flow with other functions in the organization and within international network etc;
- web/digital project management, new web-page development and launch.

PERSONAL PROFILE

I am a creative person, who is always trying to be an inspiring enthusiast with high standards of personal ethics while leading the team and encouraging colleagues. I am able to organize and prioritize tasks and tolerate stressful situations. Excellent in individual tasks as well as good as a team member with strong leadership qualities. I am capable to adopt new things and master new skills quickly. My solid marketing experience in different fields (production, FMCG, retail, e-commerce, digital) gave me significant added value leading successfully my own start-up business, yet I feel good in corporate environment. New challenges motivate me and I'm always ready to take responsibilities.

Date of birth: 22 September 1985.

LANGUAGES

Russian 
English 
Latvian 
French 

INTERESTS

Horse-riding, running, interior design, billiards.

DRIVERS LICENCE

B category (since 2004).



IRENA SATIRE

CONTACTS

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RELATED EXPERIENCE

◆ Nutricia Ltd. (DANONE Baby Nutrition Baltics) Junior Brand Manager Babyfood 01.2009. – 02.2011.

Main responsibilities:

- implementation of marketing strategy for the respective brand, analysis of market trends, driving of brand growth in Baltic market, maintenance of contacts with external partners, development and implementation of the new products;
- web/digital project management, new web-page development and launch.

◆ Parex Bank Jsc. Customer acquisition manager 02.2007. – 03.2008.

EDUCATION

Riga International School of Economics and Business Administration (RISEBA)

Business manager | 2004 - 2008

Second-level professional higher education diploma equivalent to First Degree and Level V Professional Qualifications

Main fields of study: Business Studies, Management, Marketing, Economics and Finance

ADDITIONAL TRAININGS AND QUALIFICATIONS

- Industry Day 2016 "Ecoregorganizing business @ IT" May 2016
 - Workshop "Marketing strategy planning" May 2016
 - Workshop in direct mailing and e-mail marketing November 2013
 - RigaCOMM IT Fair and Business Conference November 2013
 - Training workshop "Business negotiations" August 2013
 - A.S. Watson "Think Customer Conference"; global CRM and digital trends June 2013
- Participated as a speaker, sharing best practice results as a CRM manager at Drogas Latvia.
- Danone Marketing University October 2010
- Two days course in Brand DNA Triangle; Target Audience, Brand Equity, DNA Mix.

REFERENCES

Olga Shunina

Head of People & Communications, Group HR (Europe) at
A.S. Watson Group (direct contact upon request).

SKILLS

DIRECT MAILING
market research FMCG
MAGANEMENT
COMMUNICATION marketing strategy
DIGITAL CRM analytics
MEDIA loyalty programs flexibility
product launch content
confidence
web page development MEDIA CMS
presentation skills
E-COMMERCE
B2C digital marketing work
teamwork SOCIAL MEDIA
competitive analysis
negotiations **DESIGN**
online marketing digital
WWW product marketing
SEO innovative channels
marketing advertising
brand management
campaign CUSTOMER INSIGHT
development branding PR retail
LEADERSHIP content
engagement development