

# IRO PRINIA

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## WORK EXPERIENCE

### EZ GREECE, Athens

*Experiential company providing event management services to corporate clients, designing travel amenities for highly demanding clients and delivering high quality sport events*

#### Marketing & Communication Director

Aug 22- Now

- Responsible for strengthening company image and creating long-lasting partnerships
- Designing marketing budget and communication pillars and developing superior customer experiences
- Maintaining relationships with community members and measuring the impact of the marketing and public relations strategies to reach specific target audiences
- Planning press conferences for all sport events
- Creating social media, newsletters & media campaigns to attract global and local corporate clients as well athletes

### ESTEE LAUDER COMPANIES, Athens

#### Marketing Manager Balkans Jo Malone London, Kilian Paris, EDP Frederic Malle

Nov 21- Apr 22

- Responsible for brands' P&L
- Defined brand strategy, media, promotion as well as budget and pricing plan
- Cooperated with the sell-out and education team for the target achievement

### UNILEVER

#### Business Development Manager Balkans for the whole Unilever Portfolio

Feb 14- Oct 21

May 20- Oct 21

- Defined strategic category priorities to influence company's decisions and grow the business
- Managed external stakeholders (pricing negotiation, promo activation and ATL communication). Monitor distributor stock
- Responsible for the allocation of ATL and BTL budget
- Achieved a sales growth of +7% for the Household Cleaning Category in 2020
- Introduced and delivered a 3year strategy and pricing plan for the Laundry Category

#### Senior Brand Manager Dove, Lux, Axe, Vaseline

Apr 18- Apr 20

- Grew skin cleansing category by 5,3% (10,5mn turnover) by launching Dove shower gel with natural ingredients, expanding the Lux portfolio with more floral fragrances and entering the e-commerce channel
- Entered liquid soap market with Lux, bringing 300K incremental turnover in a 5 month period
- Created differentiated pack formats for e-commerce and grew the category by 70%
- Developed a successful local campaign with a celebrity as ambassador for LUX reaching 13mn impressions

#### Brand Manager Proderm & Fissan

Nov 16- Apr 18

- Crafted the 3year baby strategy for Central Eastern Europe and used as a model for countries entering baby category
- Launched a differentiated portfolio for new-borns, leading to a 4% growth in the pharma channel
- Created a strong local digital campaign for first time mothers reaching 163K of them
- Successfully launched the medical programme and increased sampling with Proderm & Fissan reaching 80% of annual births

#### Finalist of Future Leaders Programme, Trade Marketer in Savoury - European Headquarters Rotterdam

Sep 15- Nov 16

- Developed a harmonized 3year Savoury trade story presentation for all EU countries tapping into future consumer trends and leveraging Knorr leadership and sustainability angle
- Delivered the best in-store implementation for innovations across EU coworking with marketing, strategy & media departments
- Developed in-store materials relevant for all EU retailers and supported EU markets to launch all Knorr innovations successfully

#### Assistant Brand Manager in Deodorants & Brand Manager Hair Care

Jul 14- Aug 15

- Monitored deodorant market trends using Nielsen data, competition performance in terms of media spend and in-store activity in order to create a successful plan to become the market leader in the deo category
- Tapped the growing naturals space of the hair care category by launching the new Timotei Natural range
- Co-worked cross functional team that delivered 15% improvement in forecast accuracy
- Changed Timotei brand promo mechanism after conducting a full competitive review helping to increase market share by 50bps
- Strengthened Toni & Guy digital presence using all digital tools of Hondos, increasing our fan base by 21% and more than 100.000 unique users

#### Internship at the Corporate Communications Department

Feb- Jul 14

- Worked on a programme motivating employees to make the sustainable practices part of their everyday life

### ARCHIPELAGO INVESTMENT PARTNERS LLP, London

*Independent Investment Management firm focused on alternative investments*

#### Internship

Jul- Oct 13

- Analysed selected investment opportunities in distressed assets in Greece (hospitality, real estate and shipping sector) and prepared investment papers/proposals

## EDUCATION

### KING'S COLLEGE LONDON

MSc in Accounting, Accountability and Financial Management

Received with Merit

*Thesis:* Sovereign ratings and determinants of bond yield spreads for PIGS countries

Sept 2011 – Sept 2012

### UNIVERSITY OF PIRAEUS

BSc in Industrial Management and Technology

GPA: 7.41/10

Sept 2007 - Sept 2011

## ADDITIONAL INFORMATION

**Languages:** English: Fluent, French: Fluent (Sorbonne II), Greek: Native

**Computer Languages:** MS Office, MS Excel

**Skills:** Leadership, Interpersonal, Persuasion, Adaptability, Organization and Planning, Analytical and Critical thinking

**Interests:** Tennis, Travelling, Photography