



Alexander Boris

MARKETING & COMMUNICATIONS EXPERT

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SUMMARY

MARKETING & COMMUNICATIONS EXPERT with 10+ years of international experience in building industry-leading brands. Proven track record in the sports, beauty, and fashion industry. Passionate about building a strong team and client relationships.

COMPETENCIES & SKILLS

- Profound marketing and communication skills.
- Robust sales expertise and a deep understanding of customer needs.
- Strong leadership and interpersonal skills.
- Open-minded strategist with strong analytical skills.
- The international mindset with an entrepreneurial spirit and can-do personality.

EXPERIENCE

Founder & Managing Director

Goodly Health *May 2011 - Present*

NY style boutique gym, specializing in groupfitness trends. Average sales increase +20% per year.

Establish and lead the first groupfitness boutique gym in Vienna with no contract or membership. Define the companies roadmap and budget. Formulate strategies to control costs and manage risks. Create a successful and cost-effective marketing strategy. Develop and execute a comprehensive communications strategy including PR management, media requests, blogger relations, social media and web content. Define the strategic and operational development of the portfolio. Identify growth potentials and new trends. Sales management: expansion and optimization of the private and corporate customer business (company health care programmes and industry partners). Creative direction of all visual material. Manage and motivate a team of 15.

Communications Manager

JIN Technology Services *Dec 2006 - Apr 2014*

UK B2B IT Services Provider

Establish the press department and agency management. Develop the local communication strategy. Head the PR planning and budgeting of "Tier 3" countries (Sweden, Denmark, Ireland, Portugal & Austria). Manage the strategic repositioning of Colt. Brand ambassador: embody and communicate mission, identity and core values. Responsible for journalist support, media work, advertisement and event planning, case studies, intranet and email newsletter content. Brief and liaise with agencies and partners. Internal communication. Responsible for the local CSR activities.

Product Manager

Yours Beauty *Jun 2002 - Nov 2006*

Gucci Group cosmetic company (later sold to L'Oreal)

Marketing, sales and press responsible for 8 cosmetic brands of YSL Beauté (Yves Saint Laurent, Boucheron, Van Cleef, Stella McCartney, Alexander McQueen, Ermenegildo Zegna, Oscar de la Renta and Roger & Gallet).

Plan, execute and control the marketing calendar. Responsible for the budget management. Plan all trade marketing and distribution policies. Forecast sales and guarantee on time delivery. Supervise sell-in and sell-out via promotions. Train and motivate brand sales team of 2. Key account management. Lead country for Zegna Parfums (best sales performance). Organize and execute press conferences. Develop and maintain constant media relations. Internal & external brand trainings. Market analysis.

PR & Sales Coordinator

Markin, New York *Sep 2000 - Dec 2001*

Luxury shoe designer. US market presented 95% of worldwide sales.

Plan and execute sales and public relations activities. Present collections to buyers and press, organise road shows. Manage contacts to stylists and celebrities. Generate extensive media coverage in print, TV, movies and radio. Bridge communication to factories and buyers to ensure accurate deliveries. Coordinate advertising, special events, charities and personal appearances.

EDUCATION

Design Marketing

VM School of Design, New York *Sep 1999 - May 2000*

AAS Design Marketing, Dean's List (top students)

Business Administration

New York University of Economic and Business Administration *Mar 1993 - Jan 1999*

- Master in Business Administration, Top 5% (Center of Excellence)
- Major: Marketing, Minor: Finance & Banking
- Thesis: Product Placement in Hollywood Productions, Los Angeles, Summer 1997

PREVIOUS JOBS & INTERNSHIPS

- Marketing Coordinator, Jim Carry, New York, 4/2000 – 7 / 2000
- Accessories Editorial Intern, Brand Bazaar, New York, 2/2000 – 4/2000
- Public Relations Assistant, Marcuin New York, 5/1999 – 2/2000
- Commercial Production Assistant, Krillon, Los Angeles, Summer 1997
- Admin & Finance Intern, VM Austria, New York, Summer 1994