

MARIA ALEKHINA

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PROFESSIONAL SUMMARY

MBA graduate with 4+ years of experience in brand management, marketing analytics, and market research across retail, consumer goods, and education. Background analyzing consumer, sales, and performance data to inform product positioning, promotional strategy, and go-to-market recommendations, paired with cross-functional coordination across marketing, sales, and leadership stakeholders. Led an umbrella brand strategy for a national confectionery category that contributed to a 13% increase in campaign engagement. Strong foundation in market research, competitive analysis, and executive-ready communication, with academic project experience in product positioning and go-to-market planning through an MBA marketing curriculum.

CORE COMPETENCIES

Product Positioning, Brand Strategy, Portfolio Management, Customer Segmentation, Value Proposition Development, Product Launch Support, Key Messaging, Market Research, Competitive Analysis, Consumer Insights, Survey Design, KPI Reporting, Sales Performance Analysis, SWOT Analysis, Data-Driven Recommendations, Go-to-Market Strategy, Campaign Planning, Promotional Strategy, Category Growth Strategy, Marketing Communications Strategy, Cross-Functional Collaboration, Stakeholder Communication, Project and Program Management, Executive Presentations, Process Improvement, Microsoft Excel, PowerPoint, Nielsen, Salesforce (basic), Python (basic), SPSS, Mailchimp, Meta Business Suite, Hootsuite, Trello, Canva, Adobe Creative Suite, WordPress Analytics, Generative AI Tools

PROFESSIONAL EXPERIENCE

Brand Manager

06/2018 - 11/2020

X5 Retail Group

Moscow, Russia

- Analyzed Nielsen consumer and sales data across a 100-SKU portfolio to guide product positioning, category growth strategy, and promotional planning.
- Developed and launched an umbrella brand strategy for the confectionery category, contributing to increased revenue and market share for the private-label portfolio (10% market share gain) and to promotion from Assistant to Brand Manager.
- Drove a 13% increase in campaign engagement through cross-channel rebranding initiatives, coordinating stakeholders across brand, category, and marketing teams.

Marketing Analyst

09/2021 - 09/2022

Kotanyi

Moscow, Russia

- Designed and administered an incentivized, app-based consumer survey program, targeting cooking enthusiasts among registered users, and analyzed 1,000+ responses to identify brand perception signals and promotional strategy opportunities.
- Conducted qualitative customer interviews to complement survey findings, informing product feedback and positioning recommendations.
- Built automated Excel reporting tools tracking revenue, KPIs, sales trends, and new product launch performance, adopted company-wide across sales, finance, senior leadership, and HR for ongoing KPI tracking.
- Partnered with marketing, sales, and leadership teams to align insights with market trends, customer needs, and business priorities, informing product positioning and promotional messaging.

Analyst

12/2020 - 08/2021

Scientific and Technical Center of Unified Energy System

Moscow, Russia

- Conducted market research, competitor benchmarking, and SWOT analysis, synthesizing financial, regulatory, and client data to support strategic recommendations.
- Structured ambiguous business questions into analytical frameworks and prepared executive-ready materials and data-driven recommendations for management review.

Marketing Intern

09/2025 - 12/2025

Languages & Math Learning Center

San Jose, CA

- Built and executed a 3-month social media lead-generation campaign across Facebook and Instagram targeting the San Jose area, generating 50 leads, including 3 class registrations and additional email newsletter subscribers.
- Analyzed digital marketing performance across social media and email channels to support program promotion and marketing communication strategy.
- Coordinated marketing workflows across Mailchimp, Meta Business Suite, and Trello, tracking deadlines, stakeholder input, and project status.

SELECTED ACADEMIC PROJECTS (MBA COURSEWORK)

San Jose State University

New Product Development & Go-to-Market Strategy – Estée Lauder Men (course project)

- Led product discovery activities including customer segmentation, persona development, and value proposition design for a premium men's skincare concept.
- Developed go-to-market recommendations supported by market research, in collaboration with a 5-member cross-functional team.

Brand Strategy & Development – Mobile Pet Care Business Concept (course project)

- Defined target customer segments, value proposition, and market positioning for a mobile veterinary care and retail concept.
- Converted strategic, competitive, and financial analysis into a brand narrative for an MBA business-plan presentation.

Social Media Marketing Strategy & Campaign Analytics – "Music Resonance" Blog (course project)

- Designed a multi-channel digital marketing strategy, including customer personas, SEO strategy, and paid social campaigns based on audience research.
- Evaluated campaign effectiveness using social media and web analytics to develop optimization recommendations.

Integrated Marketing Communications Strategy – Netflix Re-Engagement Campaign (course project)

- Analyzed competitive landscape and market positioning to identify customer re-engagement opportunities for a streaming media brand.
- Designed integrated marketing concepts across social media, experiential marketing, and out-of-home advertising, collaborating with a multidisciplinary team to deliver a complete campaign strategy.

EDUCATION

MBA – San Jose State University, San Jose, CA (08/2024 – 05/2026), GPA: 3.94

Relevant coursework: Marketing Management, Consumer Behavior, Social Media Marketing, Strategic Thinking, Project and Program Management

Program and Project Management Certificate Program – University of California, Santa Cruz Extension, CA (08/2023 – 06/2024), GPA: 3.98

B.A. in Sociology, minor in Sociology of International Relationships – Moscow State Linguistic University, Moscow, Russia (06/2014 – 06/2018), GPA: 3.8

Relevant coursework: Theory & Practice of Marketing Research, Social Psychology, Applied Statistical Methods

TECHNICAL SKILLS AND TOOLS

Microsoft Excel, PowerPoint, Adobe Creative Suite, Canva, Nielsen, Salesforce (basic), Python (basic), SPSS, Mailchimp, Meta Business Suite, Hootsuite, Trello, WordPress Analytics, Generative AI Tools