



Anna Chepushtanova

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in in/anna-chepushtanova



EDUCATION

- **PARIS DAUPHINE UNIVERSITY** / 2016 - 2017
M.Sc. Marketing & Strategy. Product Management & Marketing Research (Master 204)
- **MOSCOW STATE UNIVERSITY** / 2009 - 2014
Specialist. Management. Diploma with honors
- **SCIENCES PO PARIS** / 2012 - 2012
Exchange program. Business and Economics.



WORK EXPERIENCE

- **PEPSICO RUSSIA** / 09.2015 - 07.2016
Junior brand manager. Lipton Ice Tea.
 - Actively contributed to Marketing campaigns' design and execution, incl consumer promotions, digital, sales' materials and POSM
 - Supported Lipton core & green tea relaunch (packaging, selling story, mood video adaptation, selling kits)
 - Led local digital agenda: SM content creation incl. photo shootings, promotion, influencers cooperation, social listening research
 - Coordinated multifunctional teams: media, digital agencies & MarCom to ensure efficient cooperation in SM strategy realization
 - Effectively managed Lipton A&M budget
- **PEPSICO RUSSIA** / 04.2014 - 08.2015
Marketing Trainee. Lipton Ice Tea.
 - Led consumer activations execution, incl 2 million sampling
 - Managed Lipton under the cap promo campaign (KV, mechanics, POSM, post-campaign analysis)
 - Developed new local packaging designs w/ European agency
 - Analyzed Brand and competitors' performance: Nielsen, Canadean, Millward Brawn reports and sales analytics (sell in & sell out)



ACHIEVEMENTS

- **LIPTON BRIGHT PARK SOCIAL MEDIA PLATFORM** / 2015
Our project was selected as the best practice on Lipton global annual conference
- **POP AI RUSSIA AWARDS** / 2015
"Lipton University zones" project that I led was highly appraised by retail marketing association
- **L'ORÉAL BRANDSTORM** / 2013
Market analysis and brand strategy development for Kiehl's men skincare line within international marketing contest



ABOUT

Young specialist in brand management with 2,5 years successful experience in marketing.
Looking for an Internship from July 2017.



LANGUAGES

English
Fluent (IELTS 8) ●●●●●●●●●●

French
DEL F b2 ●●●●●●●●●●

Russian
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SKILLS

MS Office ●●●●●●●●●●

SAP ●●●●●●●●●●

Ariba ●●●●●●●●●●

Corel Photopaint ●●●●●●●●●●

Panels (Nielsen) ●●●●●●●●●●



COURSES

- **DARDEN SCHOOL OF BUSINESS**
Foundations of Business Strategy
- **UNIVERSITÀ BOCCONI**
Managing Fashion and Luxury companies
- **UNIVERSITY OF SOUTHAMPTON**
Digital marketing



HOBBIES

