

# ALEXANDRA RABI

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## ABOUT ME

I am an entrepreneur at heart. I am driven, curious and solution-oriented in everything I do. I love what I do and I take ownership to drive the results I want to see. I am motivated the most by challenges and I believe in constant self-improvement.

Be the change you want to see.

## SKILLS/TOOLS

### WEB EDITING

Adobe Content Manager, Styla, WordPress, HTML.

### CONTENT CREATION

Photoshop, Illustrator, iMovies.

### ADVERTISING

Experienced in A/B testing and media buying in Facebook, Instagram and YouTube but also google products such as Search & display ads.

Familiar with tag manager and pixel conversion tracking.

### DATA ANALYSIS

Advanced excel and data studio for data visualization in combination with google analytics, business manager and Nielsen market databases.

Currently learning Python and JavaScript for data analysis & web-scraping.

## LANGUAGES

Fluent: English, Spanish & French.  
Intermediate: Italian, Portuguese & Swedish.  
Basic: German.

## EXPERIENCE

### NORDIC E-COMMERCE MANAGER

#### Henkel Norden AB | 2017 - present (2 years)

- Responsible for Nordic implementation of Product Information Management system & Assets Library.
- Managed & tracked 14 brand websites incl. launch of 2 new brand websites in 2019 in 4 countries.
- Managed media buying for key Nordic launches
- Exceeded e-commerce targets by 3x vs. PY target.
- Drove innovation projects: digital point of sale, consumer/customer education solutions, digital couponing, influencer marketing automation pilot, e-commerce API implementation, among others.

### DIGITAL PROJECT MANAGER

#### Universum Global | 2015-2017 (1 year & 4 months)

- Defined project scope, multi-channel KPIS and deliverables with customers.
  - Managed marketing automation & targeted media campaigns.
  - Leveraged data and digital insights.
  - Led designer and developer's collaborations.
- Most proud of: successful collaboration over several years, resulting in an increase of 37% more applicants vs. LY.

### BRAND ADVISOR

#### Universum Global | 2015 (10 months)

- Developed business opportunities & strengthen partnership relations in emerging markets (Latin America) and EMEA (focus on French-speaking countries).

#### Other sales & marketing experiences (1,5 years).

## EDUCATION

M.s. International Management, IAE Bordeaux, France (2016).  
M.s. Entrepreneurship & Innovation, University of Montpellier, France (2015).

## CERTIFICATIONS

Advanced google analytics, google tag manager, google data studio and IBM Python for data analysis.

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## THOSE WHO HAVE WORKED WITH ME SAY..

*Alexandra impressed me from the first time I met her, she has despite her young age accomplished much and she is indeed an inspiration for me. She has a positive approach on all things and she always performs her best and expects the same from her interns. Her greatest trait is never dodging a challenge and never accepting a "no". She's not only reliable and forward thinking but also an inspiring team member who's always willing to help out.*

*As a manager she is understanding, open minded and always caring.*

**- junior colleague who reported to me.**

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*Alexandra is one of a kind, a rare, hyper talented person that is hard to find. Her exceptional drive, brain power and emotional intelligence is making her step out of the crowd and shine with everything she does and beyond. She not just exceeds in her day-to-day work but way beyond that. Her extraordinary business mind makes her understand the holistic picture of the business but at the same time she is detailed oriented and client focused.*

*As her manager I got positively surprised and inspired by Alexandra every day.*

**- manager who I reported to directly.**

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*Alexandra is an absolute pleasure to work with. As a Project Manager, she is detail oriented, thoughtful and organized. She is capable of managing multiple elements simultaneously to completion in a professional manner. Alexandra is an effective communicator and has excellent customer service skills both with external clients and internal clients. It is rare to come across someone who takes so much initiative and responsibility on a daily basis.*

*As a colleague and friend, Alexandra is a great listener, has a great sense of humor and is reliable and always ready to offer support.*

**- colleague working in the same team.**

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**If you wish to see all recommendations, please go to my  
LinkedIn profile /alexandrarabi.**

Contact information can be provided upon request.