

Elena Petrova

Italy | Female | 23 years old

TargetMSc: Brand Management / International Marketing

EDUCATION BA in International Relations MGIMO University, Moscow 2020 - 2024

Focus on Global Trade and Cultural Diplomacy.

PROFESSIONAL EXPERIENCE Marketing Intern - Estée Lauder Companies, Moscow July 2023 - January 2024

Assisted the Clinique brand team in coordinating influencer marketing campaigns.

Managed the localization of global marketing assets for the Russian and CIS markets.

Prepared monthly reports on competitor promotional activities and pricing.

Public Relations Intern - Ketchum (Agency) January 2023 - June 2023

Drafted press releases and media kits for FMCG and lifestyle clients.

Assisted in the organization of press events and product launches.

SKILLS

Technical: Social Media Management tools, PowerPoint, Basic Photoshop.

LANGUAGES

Russian (Native), English (Fluent), French (B2).

PERSONAL INTERESTS Ballet, Travel Blogging, Skincare Chemistry.