

ELENA BALEVA

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Personal Profile

- **Diverse background:** Led and executed multiple marketing initiatives over the past 8+ years on both brand and agency side for large and small high performance, lean CPG and technology organizations
- **Analytical problem-solver:** Conducted research and analyzed data to discover consumer insights, identify new opportunities to improve brand positioning and performance, and to successfully launch new products
- **Experienced storyteller & Brand builder:** Translated brand strategy into actionable plans, positioning, and go-to-market activities; developed and executed innovative “big ideas” that grow brands
- **Team leader:** Led, managed, and influenced large internal and external cross-functional teams to successfully develop and execute strategic projects, end-to-end marketing campaigns, and new launches
- **Outstanding time management skills with an excellent attention to detail:** Worked simultaneously on multiple projects and ensured their successful completion, while handling pressure, conflict, and challenges

Work Experience

MARKETING | ALIGN TECHNOLOGY | 2019- PRESENT

MARKETING MANAGER | INVISALIGN ALIGNERS (ORTHODONTIC CHANNEL) | 2019 – PRESENT

- To solidify the market leadership position in an increasingly competitive market, in collaboration with the North American cross-functional teams, develops and implements go-to-market plans for launches (new products, software releases, virtual care solutions), programs, promotions, and pilots, and adapts them for Canada, driving a high double-digit sales growth, adoption rate, and customer NPS.
- Led the market research on current product utilization, adoption barriers, and competitive penetration in Canada, and leverages the insights in the go-to-market plans and strategy development.
- To drive growth in the Teen segment, launched, communicated the value proposition to the sales team, and supported the in-field execution of new initiatives, which led to 90%+ penetration and the highest Teen product growth to-date.
- Acquires deep customer knowledge through segmentation analysis, product and platform utilization, customer feedback, and internal business metrics to identify new areas of growth and improvement.
- Develops strong working relationships internally with the North American team and external stakeholders.

BRAND MANAGEMENT | BAUSCH HEALTH COMPANIES | 2015– 2019

PRODUCT MANAGER | BAUSCH + LOMB OTC | 2019

- Promoted to Product Manager based on demonstrated knowledge, expertise, and achieved results.
- Responsible for the Eye Vitamins product portfolio, including brand plans and tactics, forecasts, and P&L.
- Led the Why Eye Care May Vision Health Month program, the biggest Bausch + Lomb OTC marketing campaign, executed in partnership with Fighting Blindness Canada.
 - Led and worked with multiple internal and external teams and stakeholders on a nationwide 360° campaign (retail, digital, OOH, PR, detailing, eye care professional practice engagement and materials, employee activation).
- Prepared and delivered business reviews and brand plans to senior management; led and executed various consumer and health care professional campaigns; managed A&P and marketing programs' KPIs.
- Managed, mentored, and coached an intern.

ASSISTANT BRAND MANAGER | BAUSCH + LOMB OTC | 2017 – 2018

- Promoted to work on the Bausch + Lomb OTC portfolio (Eye Vitamins, Contact Lens Solutions, and Eye Drops - \$35M in POS) based on demonstrated expertise and achieved results working on the COLD-FX product portfolio.
- Led the Eye Vitamins product portfolio: evolved the marketing strategy, tactics and product messaging, which led to 5x growth vs. category based on Nielsen 52Wks data, and the highest growth in shipments in 2018 vs. previous years.
- Conducted in-depth Nielsen, category, and consumer research analysis to identify new areas of growth; integrated these insights as part of the go-to-market plans and innovation pipeline, driving above-category growth.
- Working with the global and cross-functional teams, identified, secured the most robust innovation pipeline in recent years, and worked on executing 4 new product launches from ideation to market launch, adapting the global portfolio for Canada to strategically grow the current portfolio.
- Prepared and delivered presentations to the senior management.
- Led the development and execution of marketing strategies that elevate the Bausch + Lomb brand and products.

- To evolve the Vision Health Month program, proposed a new, highly innovative concept, and delivered 5% YoY POS growth and market share gains across the entire portfolio. As part of the program, led the largest Bausch + Lomb Canada social media activation, which generated 12M+ impressions and 24K+ engagements.
- Managed, mentored, and coached an intern.

ASSISTANT BRAND MANAGER | COLD-FX | 2015 - 2017

- Recipient of 5 Inspire Awards, awarded for exceptional action, performance, and contribution to the brand's success (December 2015, June 2016, September 2016, December 2016, March 2017).
- Involved in the development and activation of the go-to-market plan for the COLD-FX *First Signs* Capsules launch, managing consumer and health care professional marketing activities planning and execution. The product ranked as one of the top new launches in the category based on sales and is a key growth driver for the brand.
- Conducted category, consumer, and health care professional research to identify key areas for improving the product positioning and education. Based on these insights, developed and managed major elements of the marketing mix (promotion, new packaging, PR, in-store support, digital media) that helped drive business results.

ACCOUNT EXECUTIVE | COMMIX COMMUNICATIONS | 2013 – 2015

- Received a full-time offer due to superb performance and dedication shown during the summer 2011 internship.
- As part of a \$3M+ Tetley Excite Your Senses promotion, worked on the program development and execution, managing the relationship with Cirque du Soleil and successfully coordinating in-store tactics, POS development, and online assets, on time and on budget, driving product sales and market share gains in key accounts nationwide.
- To increase awareness of the CROMA Pharma products, participated in the strategic marketing planning process to win the account. Coordinated the revamp and creation of sales and event-specific materials, which increased product awareness, education, and sales, to aid the client in successfully reaching their stretch revenue goals.

BUSINESS STRATEGY SUMMER INTERN | THE LEWIS GROUP | SUMMER 2012

- Worked independently on conducting research of the credit union and banking industries in Texas and their respective approval and compliance policies to provide a recommendation on market entry strategy, company differentiation, and a new profitability model; established and developed relationships with potential vendors.
- Tabled an ongoing implementation strategy for the business plan to the CEO.

ACCOUNT EXECUTIVE SUMMER INTERN | COMMIX COMMUNICATIONS | SUMMER 2011

- Conducted detailed research to determine new business strategies for clients and worked on new business pitches.
- Managed relationships on behalf of major clients to ensure the successful completion of projects.

Education

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) | 2013 | SCHULICH SCHOOL OF BUSINESS

- Focus on Marketing and Strategy
- Received full entrance scholarship based on merit (entry average in the highest bracket 95%+)

Interests, Skills & Volunteer Experience

Language Literacy – intermediate German, elementary proficiency in Russian, native in Bulgarian

Computer Skills – proficient in Microsoft Office Suite (PowerPoint, Excel, Word, Outlook), AC Nielsen, Google Analytics; PeopleSoft; possesses an ability to quickly learn new programs and software

MENTOR | SCHULICH ALUMNI MENTORSHIP PROGRAM, SCHULICH SCHOOL OF BUSINESS | 2016 – PRESENT

- Provides guidance and mentorship to students interested in pursuing a career in marketing; participates in mentorship events with current BBA and MBA students.

MEMBER | SCHULICH AMBASSADOR PROGRAM, SCHULICH SCHOOL OF BUSINESS | 2009 – 2013

- Received a letter of recognition from the Dean for exemplary commitment to the Schulich community (volunteered over 160 hours) as well as numerous certificates for participation and leadership.

FOUNDER AND PRESIDENT | BULGARIAN FOLK DANCE ASSOCIATION, YORK UNIVERSITY | 2010 – 2012

- Organized events (200+ people) in cooperation with the presidents of Bulgarian clubs at leading universities.