

ALEX LUKIN

STRATEGIC BRAND MANAGER with 8+ years across CPG and consumer services, driven by a mission to transform consumer insights into compelling campaigns that capture market share. Blending large-scale enterprises' analytical approach with startup agility and ownership mentality to drive measurable revenue growth and competitive wins.

PROFESSIONAL EXPERIENCE

DIXEL LLC | Arlington, VA

Co-Owner & Brand Marketing Lead

June 2024 – Present

- **Scaled business achieving 30% revenue growth** within the first quarter by developing a comprehensive brand strategy and GTM roadmap, exercising **full P&L** ownership and strategic business leadership in the competitive consumer services market.
- Increased **average project value by 43%** through strategic trade partnership development and new acquisition channels.
- Improved lead **conversion by 20% via CRM implementation** and data-driven customer journey optimization.
- Led **brand development with agencies**, achieving a **28% engagement** increase and a **50% bounce rate reduction**.

SPACE LLC | Arlington, VA

Brand Marketing Manager

August 2022 – June 2024

- **Delivered 10% business growth** by building cross-functional stakeholder alignment and executing an integrated marketing strategy for a beauty CPG startup, managing campaign development and performance optimization across digital channels.
- **Increased brand awareness by 200%** and **conversion by 10%** via omnichannel digital, social, and influencer campaigns.
- **Boosted e-commerce CTR by 30%** through shopper journey analysis and shopper-optimized UX redesign.
- Optimized marketing mix, **achieving 28% ROI improvement** by reallocating budget to high-performing channels.

Philips Domestic Appliances | Global Markets

Brand Manager, Coffee Category

December 2017 – March 2022

- **Delivered 11% annual revenue growth** for three consecutive years by executing \$10M omnichannel marketing strategy across SEO, paid media, influencer partnerships, and retail activations within the consumer electronics CPG category.
- **Captured 5% market share from De'Longhi** through **Nielsen/IRI** competitive analysis, informing pricing, feature development, and strategic launch timing decisions to outmaneuver key competitors in the coffee/beverage preparation category.
- **Reversed luxury segment market share decline** by conducting a comprehensive consumer insights analysis to identify 3 unaddressed product needs, successfully negotiating feature introductions through cross-functional stakeholder alignment.
- **Generated \$400K incremental sales and 60% category growth** through Nielsen-based consumer insights study, identifying messaging gaps, testing revised communications in email campaign, and scaling it to brand's digital and POS campaigns.
- **Spearheaded innovative influencer campaign** reaching 24M impressions and achieving 15% market share growth in the mid-tier segment by briefing agencies with a unified creative vision and managing multi-market video production.
- **Generated \$100K annual savings** by implementing LEAN optimization to address regulatory compliance during product launch, improving success rate from 40% to 90% through cross-functional team restructuring and standardized protocols.
- **Launched B2B subscription model** delivering 20% channel growth in untapped office market segments.
- **Improved margin realization from 42% to 47%** by developing tactical promo planning and implementation strategies, negotiating portfolio distribution and pricing across major retail partners to maximize category profitability.
- **Boosted mid-segment market share by 12%** via integrated shopper marketing programs across retail trade channels.
- **Owned full P&L accountability**, including \$1M A&P budget management, quarterly financial forecasting, performance tracking, and regular C-suite reporting on strategic business initiatives and category performance.

CORE COMPETENCIES

Strategic Leadership: P&L Management • Cross-Functional Team Leadership • Stakeholder Influence • Business Case

Brand & Consumer: Brand Positioning • Consumer Insights • Omnichannel Marketing • Campaign Management

Analytics & Data: Nielsen/IRI Syndicated Data • Competitive Analysis • Financial Forecasting • Performance Optimization

EDUCATION

Master's Degree, International Business | Maastricht University, Netherlands

Bachelor's Degree, Political Science & International Law | Utrecht University, Netherlands

CERTIFICATIONS

Google Analytics & Ads Certified • Product Management (Kellogg) • LEAN Process Certification (Philips) • Omnichannel Marketing Strategy (Philips)