

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

WHIRLPOOL | Chicago, IL

Brand Marketing Manager, KitchenAid Global Marketing (Contract)

Sep 2025 - Nov 2025

- Supported new product development by conducting consumer behavior analysis across 5 key market regions, price-tier mapping, and competitive messaging audits to identify whitespace for product features and positioning opportunities.
- Partnered cross-functionally to translate local markets' insights into an early model-line development roadmap, narrowing down the potential product features by 40%.
- Led updates to retailer PDP visual assets to improve brand compliance and messaging clarity, improving product comprehension indicators by 10%.
- Managed creative and asset production processes for unboxing experiences, including agency briefing, review cycles, production, and deployment across 3 markets and 12 SKUs and achieving 100% compliance with local regulations.

DIXEL LLC | Arlington, VA

Co-Owner & Brand Marketing Lead

June 2024 – July 2025

- Co-founded the business and designed service tiering, bundles, and new services, testing DTC and B2B2C routes to market to increase average project value by 43% within 2 quarters.
- Conducted customer discovery via in-depth interviews and structured scoring surveys, improving conversion by 20%.
- Oversaw P&L across advertising and operational spend, prioritizing ROI-positive initiatives to drive 30% QoQ revenue growth.

SPACE LLC | Arlington, VA

Brand Marketing Manager

August 2022 – June 2024

- Led GTM strategy aligned with NPD roadmap for a beauty CPG startup SPACE LLC, delivering 10% sales growth within first by executing an integrated marketing strategy and managing campaign's performance optimization across digital channels.
- Designed and executed A/B testing frameworks across Google and Meta Ads to validate value propositions and creative sequencing, increasing conversion rates by 20% and reducing CAC by 20%.
- Introduced Microsoft Clarity heatmaps and GA attribution analysis to diagnose friction points, informing site architecture and content updates that reduced bounce rates by 30% and lifted conversion by 9.5%.
- Boosted e-commerce CTR by 30% through shopper journey analysis and shopper-optimized UX redesign.
- Developed GTM strategy for B2B to B2C transition for a client using mixed-method research to identify usage patterns and pricing logic, improving early funnel conversion by 10%.

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, focusing on new model line introductions.
- Led monthly business performance reviews, tracking market share, volume, revenue drivers, and competitive dynamics using Nielsen/IRI, translating insights into corrective action plans that supported a 5% market share gain.
- Owned full category P&L including a \$1M A&P budget, allocating investment across brand, shopper, and promo levers to balance growth and profitability, improving margin realization from 42% to 47%.
- Managed portfolio strategy across price tiers, improving mix efficiency by 9% phasing out underperforming SKUs.
- Translated consumer insight into a scalable communication revamp, piloted on existing SKUs in email channel and rolled out across the portfolio and other digital and POS channels, generating \$400K incremental sales and 60% category growth.
- Partnered with Sales and Supply Chain during demand reviews to balance volume ambition with operational and channel feasibility, reducing stock imbalances and improving sell-through consistency by reducing the warehouse wait time by 14%.
- Supported commercialization and sell-in of new product lines by developing brand positioning, launch support plans with Sales teams and retailers, contributing to innovation-driven growth estimated at 9% in 2021.
- 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.
- Launched B2B subscription model delivering 20% channel growth in untapped market segments.
- Reduced market launch costs by >\$100k per year by redesigning the new product launch process, improving shipment success rate from 40% to 90% and shaving off weeks in time-to-market through reduction in localization works.

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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 Coursework, 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)