



Alexandra Tomasi

HEAD OF MARKETING AND SALES

CONTACTS

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Address
401/480 Riversdale Road
Hawthorn East, VIC, 3123

PROFILE

I am a passionate marketing executive specialising in brand building, digital activations, and new business development for premium and luxury brands. I enjoy crafting efficient strategies established on a thorough knowledge of the market and faithful relationships with my customers, partners, and co-workers. I am an innovative leader, with a lot of ideas and the drive to implement them. I am keen to undertake challenges, as much in my professional as in my personal life.

MY EDUCATION

2009 - 2010
Master of science in
Marketing,
Communication &
Management

2007 - 2009
Bachelor Of
International Business
& Web Management.

EMPLOYMENT SUMMARY

2019-present	Sales and Marketing Manager	Bladnoch Distillery	Page 2
01/2018 12/2018	Senior Brand Manager	Mumm Champagne	Page 3
12/2015 12/2017	Brand Manager	Mumm Champagne	Page 3
04/2013 12/2015	Digital Manager	Pernod-Ricard	Page 3
07/2011 04/2013	Digital Project Manager	Mazarine agency	Page 4
07/2010 07/2011	Digital Project Manager	Reflex group agency	Page 4



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SKILLS & EXPERTISE

Brand Management	██████████
Influence mkt	██████████
NPD & Innovation	██████████
Public relations	██████████
ECommerce tools	██████████
Facebook ads Mgr	██████████
Illustrator	██████████
InDesign	██████████
Photoshop	██████████
Premiere Pro	██████████

WORK EXPERIENCE

Marketing and Sales Manager

2019 – present, Bladnoch Distillery, Melbourne

- Manage A&P investment to budget and yearly marketing plans to deliver the brand proposition, values, and mission across relevant activations to meet the sales target.
- Manage all communications and strategies to build awareness and equity.
- Lead the design, management, and ads strategy of two eCommerce websites and social media platforms.
- Lead the design of packaging, product portfolio hierarchy, and price structure for both Bladnoch and Pure Scot.
- Design & Manage all trade marketing activity including on & off trade graphic guidelines for 45 markets.
- Key relationship with Dan Murphy's and Coles buyers in Australia, managing range reviews and promotions.
- Lead the Marketing team including a partnership Manager, DTC manager, and Brand ambassadors.

- Key achievements -

*"I developed Bladnoch's first eCommerce website and generated more than \$1.2M in revenue in 12 months".
Leading the Brief, design, web development, CRM, and promotional plan of this new platform which turned the loss of revenue of the on-trade channel due to the Covid-19 pandemic into greater profits.*

*"I partnered with Australian Street artist, Vexta and Singer Angus Stone to create the first limited series of Pure Scot".
The objective was to grow the brand awareness by partnering with a genuine Whisky drinker that will collaborate from A to Z in the creation of a new co-branded Whisky.*

"I created the full set of Brand Guidelines, Event space, on-trade and off-trade visibility tools to keep all communication supports unified both for ATL and BTL campaigns worldwide".

"I designed the Distillery Visitor Centre in Scotland as well as a new HNWI private snug".



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LANGUAGES

- **French**
Native speaker
- **English**
TOEIC Score 935/990
- **Spanish**
Fluent

WORK EXPERIENCE...CONTINUED

Senior Brand Manager

2015 - 2018, G.H.MUMM Champagne, Paris

- Establish marketing objectives and strategies: refine the brand positioning, brand purpose and customer journey.
- Lead the development of creative key campaigns.
- Lead the NPD, portfolio management, Limited editions, VAPs and POS developments.
- Create global communication campaigns (ALT + BTL), digital activations & Sponsorship (Talent Manager for Usain Bolt - Olympics champion & David Guetta - DJ).
- Collaborate with different markets across the globe to develop culturally relevant assets.
- Monitor performance, consumer trends, and preferences to identify key insights.
- Develop skills and competencies of direct reports

- Key achievements -

"I have enjoyed Champagne with Usain Bolt and Astronauts in Weightlessness".

Creation, development, and launch plan of Mumm Grand Cordon Stellar, the world's first Champagne to be consumed in space resulted in the best PR results for the brand since its creation in 1827.

"I have managed a worldwide repack of the range with more than 120 SKUs".

From the agency brief to the production lines: Keeping the previous production cost, the new range was sold at +1 Euros in stores.

+15% in premiumisation impact on new consumers.

"I revamped the Champagne Rose platform redesigning the bottle, the drinking strategy, and activated it locally at the Melbourne Cup".

In charge of 4 Mumm Marquees activations at the Melbourne Cup from 2015 to 2018, driving TV, press, Influencers, KOL, trade partners to a full Mumm experience.



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SOCIAL PROFILE



Instagram
[@alex_tomasi](#)



LinkedIn
[alexandratomasi/](#)



Website
[alex-tomasi.com](#)

MY PASSIONS

- **Professional skydiver**
2022 Artistic Freestyle Australian Champion.
Qualified for the World Parachuting championships.
- **Former Ice Skater**
- **Travels & Outdoor adventures**

OTHER INFORMATION

French nationality
Australian permanent resident
Driving license
WSET - Level 2

WORK EXPERIENCE...CONTINUED

Digital Manager

2013 – 2015, Pernod-Ricard, Paris

- Implementation of digital programs at MMPJ (luxury division: Martell-Mumm-Perrier-Jouët).
- Increase the global digital awareness of the internal stakeholders to lead key digital initiatives.
- Websites management, CRM programs, Social Media Management and content creation.

- Key achievements -

"I have created 2 music videos with David Guetta".

2014: *Dangerous - Our World's first double-screen music video starring David Guetta won the Adobe FWA Cutting Edge Award of the Year 2015.*

2015: *Bang my head ft. SIA- Total views on YouTube: 196 Million Revealed in Australia during Melbourne Cup 2015.*

Christian Dior Digital Project Manager

2011 – 2013, Mazarine Digital agency, Paris

- Dedicated Project manager for Christian Dior in charge of digital platforms: Dior.com / Dior Mag / Social Media.
- E-Commerce expertise and launch of the first Dior.com website regrouping all Dior entities.
- Digital film development & Seasonal asset creation (more than 150 new product packshots per month).

REFERENCES



WILL PITCHFORTH

Head of Commercial
Bladnoch Distillery

0450 377 784



RACHEL BROWN

DTC manager
Bladnoch Distillery

0412 312 055