

# ELLA KLEIN

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Marketing & Brand Management professional, passionate about the beauty industry, combining strategic planning, creative brand execution, and analytical rigor to drive growth. Experienced in international consumer beauty brands (Maybelline, Garnier), with a successful track record in launches, activations, and data-driven brand management. Adept at cross-functional collaboration, tailoring global strategies to suit local market dynamics, and delivering compelling consumer experiences.

## PROFESSIONAL EXPERIENCE

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### L'ORÉAL

Bucharest, Romania

#### *Junior Product Brand Manager – Maybelline New York*

Jan 2025 – Present

- Brought Maybelline to #1 makeup brand in dm sales value (85% WOB) for the first time
- Owned the Face and Lips segment of the brand, with occasional special projects on Eyes, leading product launches, portfolio strategy, and 360 campaign planning and execution
- Launched high-impact campaigns including Teddy Tint (number one lip franchise in value), SuperStay Lumi Matte (65% CTG of foundation category for Maybelline), and Sky High mascara (number one SKU in dm with 80% market share and 2x value vs MTD-1)
- Planned and executed POSM activations, GWP promotions, and in-store visibility programs with the Trade Marketing team to increase conversion and brand presence
- Analyzed sales data and consumer insights to identify opportunities, track category shifts, and guide brand direction
- Forecasted demand in collaboration with Demand Planning, managing PPP and A&P budgets to minimize SLOBs while delivering on and exceeding margin and profitability KPIs
- Managed relationships with Zone HQ to ensure local alignment and successful adaptation of international launches
- Partnered with Scientific and Legal teams to unlock compelling claims and guarantee full compliance of marketing materials
- Coordinated cross-functional teams, with members from departments such as RGM, Controlling, and Commercial, to ensure smooth execution of launches and pricing strategies
- Organized Maybelline's first local campaign (TVC and Media) with a Romanian singer and executed large-scale festival activation at Electric Castle, reaching over 280k participants
- Led advocacy initiatives: Paid (SuperStay Lumi Matte campaign surpassing 34M views and 150k engagements), Love (monthly seedings to 200 contacts to build brand loyalty), and quarterly influencer briefs to ensure consistent alignment with brand objectives and values
- Supervised and trained a Marketing and Advocacy intern for Maybelline and NYX, ensuring smooth onboarding and accelerated professional development

### L'ORÉAL

Bucharest, Romania

#### *Marketing Intern - Garnier*

Feb 2022 – Aug 2022

- Coordinated the development of artworks, packaging, POS displays, and digital and TV campaigns in line with brand identity
- Supported the launches of the Ambre Solaire and Vitamin C lines, collaborating with international brand and local cross-functional teams to secure strong market entry
- Assisted in content creation and SEO optimization to enhance Garnier's online presence and consumer engagement

### COFACE

Bucharest, Romania

#### *Risk Analyst Intern, Credit Insurance Department*

Jun 2019 – Jul 2019

- Conducted data-driven credit risk assessments by analyzing financial statements and applying statistical techniques, enabling informed decisions on lender protection and pricing strategies

### PRICEWATERHOUSECOOPERS (PwC)

Bucharest, Romania

#### *M&A Intern*

Jul 2017 – Aug 2017

- Analyzed competitive landscapes and financial performance in the retail sector, supporting acquisition strategies and contributing strategic repositioning recommendations that strengthened client decision-making

## EDUCATION

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### UNIVERSITY OF QUEENSLAND

Brisbane, Australia

#### *Master of Science in Leadership and Innovation*

Aug 2023

- **Dean's Honor Roll** for outstanding academic achievement
- **Relevant coursework:** Customer Experience, Data Analytics, Value Creation, Culture Innovation

### UNIVERSITÀ BOCCONI

Milan, Italy

#### *Bachelor of Science in International Economics and Management*

Jun 2021

- **Relevant coursework:** Marketing, Management, Business Strategy, Economics, Mathematics, Statistics, Corporate Finance

## SKILLS & STRENGTHS

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**Languages:** Romanian (native), English (C2), Italian and Spanish (A2)

**Technical:** Advanced Microsoft Office (Excel, PowerPoint, Word – IC3 GS4 certified), Nielsen IQ Database, Power BI, Python

**Certificates:** Google SEO Fundamentals (UC Davis), Game Theory (Stanford), International Leadership & Organizational Behavior (Bocconi)

**Volunteering:** Chengdu Research Base of Giant Panda Breeding, China