

# NINA ROMANO

## BRAND AND MARKETING STRATEGY

**A global brand strategist and a problem-solver. Extensive experience in B2C and B2B markets and a proven track record in marketing, digital strategy, tactical campaign activations and team leadership for multiple industries. A unique combination of creative marketing abilities and drive for business growth. Passion for identifying core needs and translating them into results. Ability to work effectively and remotely with cross-functional global teams. A driven and resourceful individual who maintains a positive, proactive attitude when faced with adversity. Strong drive and capacity to not only succeed but to be of most value. An avid fan of originality and innovation.**

## WORK EXPERIENCE

### FOUNDER / DIRECTOR

Romano Brand Studio | 2021 - present | Netherlands

- Deliver a marketing roadmap, brand strategy and tactics for start-ups and scale-ups to generate growth, market positioning and engagement with target audiences.
- Working with clients in various industries: SaaS, Apps, Consumer goods, Fabrics.
- Setting up and mentoring in-house teams or key contact for the outsourced teams.

### MARKETING AND BRAND STRATEGY CONSULTANT

Vectary | 2021- present | US/Remote

- Set up of the marketing team, campaign planning and growth marketing. Develop a strategy for a design SaaS, ready for investment rounds and metaverse expansion. Create processes and communication with a remote global team for smooth daily operation internally and with vendors.

### MARKETING DIRECTOR

AMT PostPro | 2020 - 2021 | Netherlands

- Drive to standardize the brand identity, vision, promise, creative, voice and storytelling, while creating growth through communication and activations, for a start-up in the 3D Printing industry.
- Set up a channel roadmap and an aligned digital strategy, monitor and report marketing metrics to the leadership team. (Content strategy social activation, community development, paid search, keyword opportunities)
- Develop a compelling mix of promotional channels for campaign activations.

### HEAD OF MARKETING COMMUNICATION

DSM Dyneema | 2018 - 2020 | Netherlands

- Guard and leverage the brand across all marketing activities.
- Collaborate across departments to realize our digital strategy and vision.
- Manage brand investment, track and report on progress to senior management.
- Decision making through data analysis (Google Analytics, Hubspot, SEO, ad targeting).
- Share with team members best communication practices, lead team appraisals and monitor career growth paths for the team.
- Grow a talented, digitally focused and motivated group that is ready to perform, change the status quo and create new digital bridges to success with our customers and end-users.

### GLOBAL MARKETING COMMUNICATIONS MANAGER

DSM Dyneema | 2015 - 2020 | Netherlands

- Brand strategy and positioning in the B2B and B2C markets for Performance Fabrics.
- Entered and established The Dyneema Project as the new key player in a seasoned market within two years, by doubling the leads as well as the PR value within a year.
- Shaped strategic and creative proposals that result in impactful, on-target marketing programs, identifying breakthrough ideas while anticipating industry trends.
- Established and leveraged personas and journeys to help drive experiences and content delivery.
- Increased the key campaigns' visibility by producing videos and print content, focused distribution methods, and tools needed to enable the sales teams.
- Supported and initiated co-branded collaborations with multiple brands across Fashion, Lifestyle and Sports industries, with a detailed approach for Premium customers.



## CONTACT

+31646357520  
romanonina@outlook.com  
ninaromanomarketing.com (CV)  
romanobrandstudio.com (Comp)

## PROFESSIONAL SKILLS

Brand Strategy  
Digital marketing  
Brand Roadmap  
Content development  
SEO & Ad /Media buying  
Product GTM plans  
Video & Photography  
Team management  
Media relations & PR  
Retail & E-commerce  
Event management

## PERSONAL SKILLS

Problem solver  
Reliable & Professional  
Adapts easily to change  
Dedicated  
Team player  
Leader & motivational speaker

## EDUCATION

BS Communication Studies  
Concordia University, Montreal  
'96 Hnr.

## LANGUAGES

Fluent: English, Serbian  
Solid: Spanish, French, Greek  
Beginner: German, Dutch



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### WORK EXPERIENCE

#### REGIONAL SENIOR BRAND MARKETING MANAGER

Reebok | 2011 - 2015 | Greece

- Managed a seven-digit budget and a team of 6 managers in 5 countries for Account Marketing, Sports Marketing and Product Marketing.
- Development and management of a bi-annual 360 Communication Plan, execution of ATL and development of all consumer-facing activations and events. Led media planning and media monitoring.
- Management of the Account Marketing/Retail team to design and implement Shelf strategies within Key Accounts and Franchise stores.
- Consistent double-digit growth vs. PY
- Sell out target achievement of +70% across Channels/Countries/product in a fluctuating market.

#### REGIONAL HEAD OF BRAND

adidas Originals | 2010 - 2011 | Greece

- Management of a yearly budget and team of 3 managers in 5 countries.
- Direction set up for all Marketing engagements (strategic objectives and success measures, customer targeting and prioritization, media channels selection, market needs identification, competitive assessment, creative strategy)
- PR management for seasonal strategies and influential partnerships.
- Strategic selection, briefing and development of key suppliers and agencies

#### GLOBAL DIGITAL MARKETING MANAGER

adidas HQ | 2001 - 2008 | Germany

- Global concept lead for annual delivery of 10-15, fully localised websites to a global audience in 17 languages and 33 different country domains, as well as management of production teams.
- Sourced and maintained new partnerships with agencies responsible for creating impactful business and brand solutions while building equity and competitive advantage in the digital market.
- Identified meaningful insights from a variety of digital sources and help the organization translate them into impactful business and brand solution that build equity and competitive advantage.
- Management and development of Superstar35, the first fully online-only campaign that included the collaboration of 32 markets, 17 Global retailers, and achieved 2M unique visits in 2 months.

#### GLOBAL MULTI-MEDIA MANAGER

adidas HQ | 1999 - 2001 | Germany

- Management and development of 27 B2C Global Product Catalogues (business plan, interaction design, information architecture and web design.)
- Headed the internal and external team in the complete Global Online Store restructure, redesign and launch. (33 countries, 13 languages)

#### NEW MEDIA PROJECT MANAGER

Stylus Inc. | 1997 - 1999 | Canada

- A pioneering approach to digital media as a key agency in communications.
- Project Management and quality-control for Innovation Multimedia Presentation content (EN & FR)