



Alexandra Breus

CLIENT SERVICE DIRECTOR - B2B & B2B2C

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PROFESSIONAL FOCUS

B2B and B2B2C client growth and retention + end-to-end execution of complex digital projects through teams and processes. 15+ years in digital marketing, covering the full client journey from business challenge and commercial proposal to launch, quality control, reporting and account growth.

15+ years client service and digital	RUB 200 -> 800m Warner Bros. billing	RUB 30m new business	up to 7 direct reports
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EXPERIENCE & RESULTS

Totem | Business Development Manager

09.2025 - 06.2026

- Generated over RUB 1.5m in revenue from advertising campaign launches through agencies and direct clients.
- Built an end-to-end process from presale to execution in amoCRM and a task management system; led briefing, proposals, launches and cross-functional coordination.

Independent project practice | Client Service & Project Lead

2023 - 2025

- Client service, tenders, events and digital broadcasts. At Ad-visor: key-client retention, 4 successful upsells and process automation.

Nectarin Digital Agency | Account Assistant to Business Unit Director

2009 - 2020

- Grew Warner Bros. billing from RUB 200m to RUB 800m (x4); managed international accounts, integrated digital campaigns and up to 7 direct reports.
- Generated RUB 30m in new business by winning the Mitsubishi Electric tender as New Business Director.
- Built Nectarin Digital School from scratch: 3 programs, about 50 students across three cohorts and 30+ graduates.

2020 - 2022: maternity career break.

CORE EXPERTISE

CLIENT GROWTH Acquisition and retention, negotiation, tenders and upselling	EXECUTION Digital campaigns, metrics, timelines, vendors and reporting	TEAMS & PROCESSES Up to 7 direct reports, mentoring, amoCRM and ClickUp
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EDUCATION, LANGUAGE & PUBLIC PROFILE

MAI (GTU): Public Relations and Foreign Languages, honours degree | Erickson International: Gold Certificate | English: Advanced | [Speaking & PR portfolio](#)