

Valeriia Mukhai

COMMERCIAL DIRECTOR · CREATOR & TIKTOK MARKETING

Barcelona, Spain · remote, EU & US hours · valeriia.mukhai@gmail.com · valeriamukhai.com · linkedin.com/in/valeriamukhai

Profile

Commercial leader with 7+ years in creator and TikTok marketing. I've sold and grown creator programmes for 50+ brands, from Beauty of Joseon and LG H&H to Netflix, Universal Studios and Runway, with creators in 31 markets. Since 2025 I've signed £10M+* at about a 70%* win rate. Today I lead new business and key accounts at House of Marketers. I own the whole commercial cycle, from the first call to renewal, and I lead a team of five. I build my own AI workflows for research, reporting and proposals.

Experience

Commercial Director

Nov 2023 – present

House of Marketers · remote

- Own new business and key-account growth for a TikTok-first creator agency.
- Run deals from the first call to the signed SOW, from ~£25K pilots to ~£500K multi-market programmes. Signed £10M+* since 2025 and won 35+* new clients. Recent work includes an 18-market RFP for a global automotive HQ and a K-beauty workshop for a global FMCG group's beauty leadership.
- Grew Beauty of Joseon, COSRX, LG H&H and Azar from single campaigns into always-on, multi-market programmes; each re-signed 20+* times since 2025.
- Manage a team of five across account management and sales. I hire, coach and run the weekly pipeline and account reviews, and I wrote the sales playbook for new partnerships hires.
- Own pipeline and forecasting in Pipedrive, invoicing against target and margin. I also build TikTok Shop P&Ls and market-entry plans for the US, UK, EU, LATAM and MENA.
- Built AI workflows for campaign tracking, proposals, creator discovery, account dashboards and onboarding.

Campaign Manager → Account Manager

Mar 2022 – Nov 2023

TIKTAL · official TikTok partner agency

- Ran TikTok creator partnerships for Netflix, Universal Studios, CBS, Mars, Unilever, PetSmart, Chewy and Hill's Pet Nutrition, including a \$1M+ Universal Studios deal, the largest of my career.
- Negotiated contracts, managed budgets, forecast revenue and trained junior team members.

Account Manager (freelance)

Feb 2021 – Mar 2022

Fickle Fish Media · Berlin, remote

- Worked on PR, shoots and influencer programmes for brands including Moroccanoil and Hyundai. Managed creators' contracts, schedules and growth.
- During my Berlin years I also worked on Mars group account management, SodaStream in DACH, the YouTube Shorts launch in Germany, Amazon Prime Germany, Amber Alert Germany and a Kia ProCeed TV commercial.

Campaign Manager

Jan 2021 – Dec 2021

BEYOND.one · Berlin

- Ran integrated campaigns by market segment, from recruiting talent through to reporting on performance.

Influencer Marketing (freelance)

Sep 2020 – Nov 2021

Jodel · Germany

- Ran app-growth campaigns with 100–200 influencers a month across European markets.

Customer Success Account Manager

May 2019 – Dec 2020

Influencermarketing · Copenhagen

- Influencer-discovery SaaS: product demos, client onboarding and first creator campaigns.

Selected results

Beauty of Joseon (US, UK, DE): #1 best-selling sunscreen on Amazon & Sephora, 500% year-on-year sales growth

LG H&H (5 markets): 23M+ views and 2.1M+ engagements across the group's brands

Mamonde (UK, PL, CZ, SE): ~88M views, organic plus Spark-boosted

Chispa (Match Group, US & LATAM): 30% lower organic cost per registration

COSRX (US, UK, EU): 2× sales, +15% TikTok Shop performance, 3.2M organic views from the Paris pop-up

Runway (AI video): ~5M views in the first wave; renewed within 3 months

d'Alba (global): 25M+ views a month, +150% sales

Livisto (animal health, EU): 8.8M views, 32 creators, 4 markets

Industries & clients

Beauty: Beauty of Joseon, LG H&H, COSRX, Amorepacific, d'Alba, Mediheal, TIRTIR, Isehan, Rasasi, Moroccanoil · **Entertainment:** Netflix, Universal Studios, CBS, YouTube, Amazon Prime, Tango, Ignition, JBL · **Food:** Mars, Unilever, SodaStream, Tim Hortons · **Pet:** PetSmart, Chewy, Hill's Pet Nutrition, Livisto · **Tech & apps:** Runway, Match Group, Azar, Opera, Finom, Jodel

* Rounded, approximate figures from my own records. Exact and client-level figures are withheld for confidentiality.

Skills & tools

New business & negotiation · Key-account growth · Team leadership · Forecasting · TikTok Shop P&L · Creator casting · Paid media · Budgeting · Claude Code · Python · Apify · Gemini · Pipedrive · Monday · TikTok Spark Ads · Meta

Education

BSc Marketing & Business Management (Arden University) · **BSc Economics & Business Administration** · **BA International Business** · **Media University** course · **Influencer Marketing Foundations**, LinkedIn Learning (2021)