
BUSINESS STRATEGY & MARKETING EXECUTIVE
Corporate Marketing / Brand Management / Business Development

Marketing professional with extensive “hands on” experience in various industries and eight years of practice in management. Expertise in building and managing winning teams, and large scale on-and-offline projects. Innovation oriented. ISSIP member.

- Corporate Communications & PR
- Brand Management
- Team Building & Cross-Functional Collaboration
- New Business Initiatives & Enterprises
- Market Research & Analysis
- Online Marketing & Advertising

PROFESSIONAL EXPERIENCE

NATIONAL BUILDING COMPANY (NBC) Oct. 2008 – Jul. 2012

Marketing Director/Digital Strategist, Kyiv, Ukraine

Coordination of real estate sale stimulation programs

- Initiated and fulfilled complete online positioning of the brand (new functional web-site, blogs, social media profiles, lead generation and influencer marketing, inbound and affiliated marketing programs)
- Created a new set of KPI's. Fulfilled the year-to-year KPI growth
- Initiated a direct ad campaign (internet advertising, online PR activity, outdoor, press, BTL)
- Developed a program and action plan, that successfully attracted finance (\$13 million)
 - Activities prevented the company from going bankrupt

Sales system restructuring during the peak of the financial crisis

- Structured sales department activities (designed the sales center; implemented a call-center, online-consultation system, detailed monitoring of phone calls and competitors activities)
- Optimized marketing expenditures (negotiated the most beneficial media terms under delay of payment conditions), which allowed savings of 30% of the previous media expenditures
- Restored the sales indicators from 0 (autumn 2008) to 50% of previous volume

Travel complex “Bogolvar” – external consulting project for NBC shareholder

- Introduced the brand to the online community and built a strong platform to generate sales
- As a result of activities we achieved 70%(2009), 50%(2010), 40%(2011) annual sales growth

SOCAR ENERGY UKRAINE Jun. 2010 – Apr. 2011

Marketing consultant, Kyiv, Ukraine – external consulting project

- Prepared market entry strategy, competitor analysis and broad strategic “go to market” action plan
- Developed three-year marketing plan and a set of instructions to set an in-house marketing department

“MEDIAMARKET GROUP” ADVERTISING AGENCY Apr. 2006 – Oct. 2008

General Director/Co-founder/Member of Directors Board, Kyiv, Ukraine

- Launched new start-ups for the holding company (digital internet agency, news and entertainment portals, e-commerce projects, cable TV channels, CRM Solution Company)
- Created the strategy development of the Holding Company (300 employees, \$12 million annual turnover)

Account Director Jun. 2004 – Apr. 2006

- Coordinated projects with major clients (Toyota, Diageo, Kodak, Motorola)
- Built and trained a team of 70 employees

EDUCATION

MBA(Strategy, Innovation), Hult International Business School, San Francisco, CA, USA Aug. 2013

Participated in IBM-ISSIP service innovation and Ebay/PayPal disruptive innovation projects. Was highly ranked and endorsed by Silicon Valley innovation professionals

BBA(Marketing), International Christian University, Kyiv, Ukraine Jul. 2005

ADDITIONAL INFORMATION

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- Languages: English, Russian, Ukrainian, German
 - Member of International Society of Service Innovation Professionals (ISSIP)
 - Participated in financing a family-type children's house in Voynovka (September 2010)
 - 34th America's Cup – Village Ambassador (San Francisco, USA)
 - United Way – Volunteer mentor, tutor for small business (San Francisco, USA)
 - Married. Daughter 6 years.