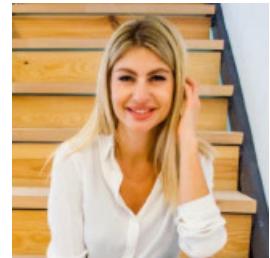


# Суббота Ірина

## SENIOR MARKETING MANAGER

⌚ 13 грудня 2020 ⚽ Місто: [Київ](#)



Вік: 36 років

Режим роботи: повний робочий день

Категорії: Реклама, маркетинг, PR, Керівництво, Торгівля, продажі, закупівлі

✓ Перебуваю в шлюбі    ✓ Є діти    ✓ Готова до відряджень

[Увійдіть](#) або [зареєструйтесь](#) на сайті як роботодавець, щоб бачити контактну інформацію.

### Досвід роботи

#### marketing manager

Unilever (FMCG), Київ

01.2020 – По теперішній час (6 років 1 місяць)

Обов'язки:

Develop & execute brand strategy (3 categories, 10 brands)

Analyze consumer & market data research, align it on brand strategy

Launched Innovation products due to consumer trends & market development to keep brand up to date

Cross Functional collaboration as Projects Lead through innovation launches

Development & Implementation Brand Purpose strategy

Develop & Execute Marketing campaigns aimed at communicating our brand message

Develop Media Strategy for all reported brands / Coordinating with several advertising agencies to manage brand marketing campaigns

Budget management

Price & Margin strategy management

Work closely with Sales team to be in touch with our clients, market & customer preferences modification, adapt the best product portfolio strategy at each focus KA

Analysis of sales forecasts and relevant financials and reporting on product sales / S&OP participation

✓ Є рекомендації з даного місця роботи

#### Innovation Planning Manager

Unilever (FMCG), Київ

10.2018 – 01.2020 (1 рік 3 місяці)

Обов'язки:

Leading Innovation Launches in Ukraine

Support marketing innovation strategies

Communication with regional and global Innovation planning teams regarding launch of innovative products to Ukraine

Innovation Project management, cross-functional communication with R&D, Production, marketing, Supply and Demand Planning teams

Leading cross functional InnoUpdates, Projects networks on weekly based to manage project statuses

Reporting Innovation Status Update on Leadership meetings monthly based

Successful launch of 89 innovation projects through 1 year.

✓ Є рекомендації з даного місця роботи

## Supply Planner

Unilever (FMCG), Київ

10.2016 – 10.2018 (2 роки )

Обов'язки:

Managing Supply Planning Process

Ensure OTIF supply of goods from different UL sourcing units (8 different locations in Europe, 2 3PMs, 1 own factory) to National DC in Kyiv.

Calculation & set upping effective safety stock level on NDC to ensure perfect customer service level and relevant stock level.

Innovation planning and marketing support in terms of launches..

Business Waste Champion. Leader of Business Waster Risk Management (calculation and communication to marketing & trade marketing as for actions needed to be taken).

## Co-packing Manager

Jhonson & Jhonson Ukraine (FMCG), Київ

10.2012 – 10.2016 (4 роки )

Обов'язки:

Planning & Organization Co-packing Process, release new customized products in the market

Maintaining acceptable co-pack inventory levels according to APO, FC & business needs;

Responding to internal inquiries regarding orders, co-packed product availability and status changes;

Stock control and purchasing of RM according to the co-packing forecast, working with POSM providers for actual AW changing;

Creation a new eurocodes for co-pack products in SAP R3;

Working with Planning book in SAP APO;

A key SAP user in the field of Co-pack Planning;

Budget planning, monitoring of its implementation / development & implementation the co-packing cost saving program;

Creation and modification procedures and instructions which regulate co-packing processes;

Creation of purchase orders;

Active participation in tenders for the selection warehouse providers, POSM providers;

Monitoring and tracking KPIs of warehouse services for co-packing process;

Working with co-pack products claims from customer.

## Customer service specialist

Henkel Ukraine (FMCG), Київ

10.2011 – 10.2012 (1 рік )

Обов'язки:

Receiving and processing EDI orders from direct clients (Rush (EVA), Fozzy group (Silpo, Fora, Fozzy), ATB, Omega (Varus) & manual orders from regional distributors;

Working with claims (Statements of differences), providing adjustments (refunds, returns, surplus, adjusting prices and quantities);

Monitoring and analysis of Service levels and level of Missed Sales;

Arrange Delivery of promo funds, compensations, special price products, listing product examples;

Analysis of stock, arrival and write-off of the goods, reserves, client's needs;

Working directly with the warehouse: organization and control of on-time delivery, maintaining shipment schedule, solving issues appeared during the delivery and acceptance of goods;

Maintaining a product (creation of the product card, product specifications, updating data on time, launch, relaunch, listing, delisting);

Working directly with clients (the introduction of new products, closing cards, adjusting the logistics parameters, relating prices and promo periods);

Control & performance evaluation of the Promo Distribution Plan implementation;

Control and management of client's receivables;

Creating new clients in SAP system;

Sending certificates to clients;

Arranging returns of trays;

Documentation management (SAP);

Participation in the goods inventory at warehouse

Solving everyday issues;

## **Освіта**

### **Kyiv National University of Economics (Київ)**

Спеціальність: Faculty: Finance and Economics, Master program: Financial Business Management  
повна вища, 09.2006 – 06.2011 (4 роки 9 місяців)

## **Знання мов**

Англійська - Вище середнього

## **Додаткова інформація**

Знання комп'ютера, програм: MS Windows, MS Word, MS PowerPoint, MS Excel, MS Project , Internet; 1C, MS Outlook, SAP, Navision.

Особисті якості, хобі, захоплення, навички: Personal qualities: I am able to work as a part of a team, and I like working with people. I am flexible and open minded, responsible, proactive, communicative, goal-oriented, willing to listen, empathy and have good research & analytical skills. I am able to work hard and I enjoy new challenges. I am also eager to study quickly. Hobbies: Sport, oratory, design, psychology, personality development

Мета пошуку роботи, побажання до місця роботи: • To work for a successful, sound business; • to develop professional knowledge; • to expose and realize my potential, to work in a professional team in international environment; • to continue developing my professional and personal skills.