# РУКОВОДИТЕЛЬ ОТДЕЛА МАРКЕТИНГА, 50 000 ГРН.

15 квітня 2021 Місто: Київ

Вік: 48 років
Режим роботи: повний робочий день, часткова зайнятість, додатковий заробіток
Категорії: Реклама, маркетинг, PR, Керівництво, Сільське господарство, агробізнес

✔ Перебуваю в шлюбі ✔ Є діти ✔ Готова до відряджень

## Опис

**Curriculum Vitae**

**Personal data**

Name:Anna Dibrova

Address:

02098, Kiev, Dneprovskaya nab. 19B, flat 262

Age: 41 years

**Objectives**

Objected positions: Commercial Director, Marketing Manager, PR Manager, Digital Manager

Business orientation: strong & stable foreign/domestic company

**Education**

1995-2000 – National Transport University, automobile mechanic faculty, specialty- manufacturing, repair and materials engineering

1998-2000 – National Transport University, the faculty of economy and management, specialty –economy

2007-2009 – MBA, Kyiv-Mohyla Business School

**Work experience**

**August 2016 – till now**

**Titan Machinery Ukraine LLC**

Activity:

multinational leading distributor of agricultural machinery & equipment (CASE IH, CASE CE), spare parts, guarantee& post-guarantee service, training service for customers.

Company:

TMU (Titan Machinery Ukraine) is a division of a large international group of companies with over 100 locations between the USA and Europe.

www.titanmachinery.com

Position:

Marketing Director

Manager:

Name, position.

Yurii Alatortsev, TMU CEO; Anna Kobyzcha, TMU Financial Director

Duties:

- Budgeting; Forecasting; Variances analysis; Strategic planning & Multi-scenarios modeling (short-term & medium-term)
- Setting marketing strategy in line with overall company strategy and objectives
- Responsibility for growing revenue, increasing market share and contributing to company growth and profitability
- Controlling marketing and sales results
- Market researching and monitoring
- Product development by developing new products and improving existing ones. Pricing.
- Continuous Automation of all business processes in cooperation with Logistic; Legal Sales, HR supported by internal IT dpt.
- Communications & sales support:
- planning and running advertising campaigns
- planning and running PR strategy
- product placement
- web promotion (FB, Ytube, Instagram)
- developing competitive financing programs for customers;
- Negotiations with suppliers, co-operating in brands development using various marketing instruments
- Developing motivation schemes based on Company targets
- Company presentation to the third parties

**Feb 2015- Aug 2016 UkrAgroCom**

Activity: leading distributor of agrotechnology, commodity trading and agro consulting

Position: Marketing Director **(**including Sales and Agronomy responsibility)

**July 2002 – December 2014**

**American Machinery Company (AMACO)**

Activity:

multinational leading distributor of agricultural machinery & equipment, spare parts, agrotechnology, commodity trading, guarantee& post-guarantee service, training service for customers.

Company:

AMACO (American Machinery Company) is a division of a large international group of companies operating in the USA, Europe, Africa, and the Middle East.

Annual turnover is over $150mln.; 500 employees among countries of operations; 33 dealership & 29 regional branches across CIS (Ukraine, Russia, Kazakhstan, Turkmenistan).

Position:

Marketing Manager CIS

Manager:

Name, position.

Vitaliy Skotsyk, Group CEO

Duties:

- Budgeting; Forecasting; Variances analysis; Strategic planning & Multi-scenarios modeling (short-term & medium-term)
- Setting marketing strategy in line with overall company strategy and objectives
- Responsibility for growing revenue, increasing market share and contributing to company growth and profitability
- Controlling marketing and sales results
- Market researching and monitoring
- Product development by developing new products and improving existing ones. Pricing.
- Continuous Automation of all business processes in cooperation with Logistic; Legal Sales, HR supported by internal IT dpt.
- Communications & sales support:
- planning and running advertising campaigns
- planning and running PR strategy
- product placement
- web promotion
- developing competitive financing programs for customers;
- developing corporate edition Amaco Inform
- Managing agricultural branch (10000ha) of agroholding
- Negotiations with suppliers, co-operating in brands development using various marketing instruments
- Developing motivation schemes based on Company targets
- Company presentation to the third parties

**Languages:** English fluent, Spain base level

**References:** available upon request

**June, 2020**