Марусич Оксана



BUSINESS CONSULTANT, BUSINESS DEVELOPER

12 січня

Місто: Київ

Вік: 38 років
Режим роботи: повний робочий день
Категорії: Консалтинг, Реклама, маркетинг, PR, Керівництво

✔ Готова до відряджень

Увійдіть або зареєструйтеся на сайті як роботодавець, щоб бачити контактну інформацію.

Досвід роботи

Strategy and Business Development Director

dentsu Ukraine (international communication group), Київ
12.2024 – 12.2025 (1 рік)

Обов'язки:

- Advised senior stakeholders on growth strategy, business model optimization, and KPI frameworks to drive sustainable revenue and margin improvement.
- Identified and assessed new market entry, diversification, and partnership opportunities through market, competitive, and financial analysis.
- Designed and delivered data-driven, non-standard solutions addressing complex business challenges across marketing, technology, and operations.
- Conducted startup and vendor due diligence, including commercial evaluation and integration planning.
- Supported end-to-end business development efforts: opportunity origination, proposal development, pitching, and client onboarding.
- Collaborated with cross-functional teams to translate strategic recommendations into scalable execution and measurable outcomes.

Strategic and Business Intelligence Expert

Kantar (market research and business analysis), Київ
07.2021 – 11.2024 (3 роки 4 місяці)

Обов'язки:

- Development of the business analysis direction
- Business Consulting: use data analytics to make real-time adjustments and optimizations to improve campaign effectiveness, find new sources of business.
- Develop comprehensive and data-driven media strategies that align with clients' overall marketing plans.
- Stay up-to-date with industry trends, emerging technologies, and innovations in media and advertising.

Strategic and Client Service Director

razom communications (advertising and communication), Київ
10.2017 – 04.2021 (3 роки 6 місяців)

Обов'язки:

I. Managing the process of strategic product developing for current clients and NB, client service

- day to day communication with the clients, developing and providing products and solution due to client’s requests
- coordination work of internal departments and contractors of the company to achieve results

- creating and presentation media and communication strategies for clients both local and international
- control / implementation of strategies for network / local client (IDS Borjomi, Metro Cash and Carry, monobank, LEGO, Carlsberg, Unilever, Lantmannen, Watsons, Turkish Airlines, OTP, Arterium, etc)

II. Development of new products /approaches/instruments

- campaign optimization, automation of processes in the analysis of indicators of placement quality
- approaches in using Big Data to build segments and launch targeted campaigns through DMP
- development of planning instruments
- creating the tools for assessing business KPIs

ACHIEVEMENTS: 3 Effie Ukraine award (monobank), TOP 3 agencies by billing (from 11th place to 3d), development of econometric models for other countries/markets

Strategic researcher

Performics, Publicis One (advertising and communication), Київ

10.2016 – 09.2017 (11 місяців)

Обов'язки:

- evaluating of business KPIs, creating models for evaluation and forecasting KPIs, econometrics
- analysis of marketing research results and their visualization

Освіта

National Aviation University (Київ)

Спеціальність: Economic Cybernetic

повна вища, 09.2005 – 07.2016 (10 років 9 місяців)

Знання мов

Англійська - Високий рівень (вільно)

Додаткова інформація

Знання комп'ютера, програм: Google Analytics, Google data studio, Google ads, Power BI, Similarweb, Gemius, RStudio, EViews, Statistica, Frontier, SQL Server, VBA, Delphi 1-5, Arianna, Markdata, Galileo