

## CHIEF OF DEPARTMENT MARKETING, 61 000 ГРН.



лютого

Місто: [Київ](#)

Вік: 45 років

Режим роботи: повний робочий день, вільний графік роботи, віддалена робота

Категорії: Реклама, маркетинг, PR, Керівництво, Інші пропозиції

✓ Готова до відряджень

### Досвід роботи

#### Chief of department marketing

Назву компанії приховано Київ

01.1998 – По теперішній час (28 років 1 місяць)

#### Обов'язки:

- \* development of the company's marketing strategy FMCG and Hospitality, Realty directions
- \* the formation of the marketing department "O"
- \* planning of the annual marketing budget and campaigns, control over implementation (income and expenses)
- \* development, introduction of a new brand to the market (adaptation)
- \* evaluation of the effectiveness of marketing activities and advertising campaigns
- \* negotiation and conclusion of commercial, marketing and advertising contracts
- \* organization and holding of seasonal shares, discount programs
- \* development of corporate standards of work for staff
- \* marketing research
- \* development and implementation of price monitoring
- \* development and implementation of monitoring competitors
- \* development and implementation of merchandising standards
- \* conducting PR and sales - actions
- \* work in the field of outdoor advertising (billboards, transportation) and advertising and souvenir products (direct contacts)
- \* work with the media, television and radio (media planning, media buying)
- \* development and production of printing products (direct contacts with printing companies)
- \* work with design studios
- \* development of a motivational program and training program for the staff of the department. The department consisted of 3 to 15 people at different times: an advertising manager, an analytical manager, a designer, promoters, supervisors, brand managers, PR managers.

### Освіта

## Scientific Institute of Master's Training and Postgraduate Education (University of Krok) (Київ)

Спеціальність: Marketing director

повна вища, 10.2009 – 02.2010 (4 місяці)

## Kyiv National University of Culture and Arts (Київ)

Спеціальність: specialist in public relations

повна вища, 09.1995 – 06.2000 (4 роки 9 місяців)

### **Знання мов**

Англійська - Вище середнього

### **Додаткова інформація**

Знання комп'ютера, програм: MS Office (Outlook Express, MS Word, MS Excel, MS PowerPoint), Graphic editors (InDesign, Photoshop, Adobe Illustrator, CorelDraw), Internet.

Особисті якості, хобі, захоплення, навички: A strong and experienced manager with an orientation toward maximizing profit and increasing its value; A professional with great practical experience and relationships with clients; with a deep knowledge of methods of product management; Having leadership and managerial skills, which is confirmed by the successful career development of the manager.

Мета пошуку роботи, побажання до місця роботи: Receiving the position of director (deputy) for marketing and/or advertising, The type of activity of the company is not important.