

CHIEF OF DEPARTMENT MARKETING, 61 000 ГРН.

🔄 11
травня

📍 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 4 місяці)

Обов'язки:

- * development of the company's marketing strategy FMCG and Hospitality, Realty directions
- * the formation of the marketing department "0"
- * 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.