# Chuk Alla

## CHIEF OF DEPARTMENT MARKETING, 61 000 ГРН.

2 листопада  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

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

### Досвід роботи

**Chief of department marketing**
ООО Київ
01.1998 – По теперішній час (28 років 10 місяців)

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 saler - 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.