

Hrechana Kateryna

CHIEF MARKETING MANAGER

🔄 29 октября 2024 📍 Город: [Киев](#)

Возраст: 28 лет

Режим работы: полный рабочий день, свободный график работы, удаленная работа

Категории: Реклама, маркетинг, PR, Руководство, Сельское хозяйство, агробизнес

✓ Готова к командировкам



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Опыт работы

Chief Marketing Manager

LNZ Group (agro, fmcg), Киев

09.2020 – 11.2024 (4 года 2 месяца)

Обязанности:

Brands:

1. FMCG (Zhaivir, Zolotysti, Khrustata Potata brands)
2. Agro (LNZ group, Universeed, Defenda brands)
3. Frozen berries (Tevitta brand)

Creation marketing strategies

4P

business & marketing analytics

trade marketing;

digital marketing

offline marketing

launch of 2 brands

relaunch of 2 brands

manage marketing department

Senior Strategist

Kameneva agency (Marketing consult), Киев

01.2020 – По настоящее время (5 лет 3 месяца)

Обязанности:

business & marketing analytics

trade marketing;

digital marketing

offline marketing

manage communications department

Communications manager

LNZ Group (agro +), Киев

11.2019 – 09.2020 (10 месяцев)

Обязанности:

FMCG (Fc LNZ)

2. Agro (LNZ group, Universeed, Defenda brands)

Media strategy elaborating for all brands it include: Managment with advertising campaigns' budget and ensure the budget is leveraged effectively to get market objectives

Attracting contractors for carrying out ad campaigns including film directors & ad agencies, analyse the effectivity of ad campaigns

Building relationships regarding to the product with sales chains and planning events to increase brand awareness

Adoption of brand booking, POS materials and another thing for market's trends

Management with & analyse of Brand KPIs (Brand Health, Brand Awareness)

launch of 1 brands

Marketing budget

Marketing Speciali

LNZ group (agro), Киев

07.2018 – 11.2019 (1 год 4 месяца)

Обязанности:

Brands:

Agro (LNZ group, Universeed, Defenda brands)

Company brand strategy realization to Ukrainian market

Elaborating the concepts of ad videos and coordinating of contractors' job to getting market objectives

Analyzing competitors' marketing activity and far the preparation of recommendations to Marketing Department regarding to company's marketing activities improvement

Selection contractors and ordering POS materials and video content, controlling its work

Marketing Intern

Syngenta (agro), Киев

04.2017 – 06.2018 (1 год 2 месяца)

Marketing Assistant

SVKA AGRO LLC (agro), Киев

12.2015 – 08.2016 (8 месяцев)

Образование

National University of Life and Environmental Sciences of Ukraine (Киев)

Специальность: Marketing specialty, faculty of agricultural management,
полное высшее, 09.2013 – 12.2018 (5 лет 2 месяца)

Знание языков

Английский - Средний
Дополнительно: B1-B2

Дополнительная информация

Знание компьютера, программ: Fluency in PC: standard MS Office package + additional programs, video editors (Sony Vegas, Adobe Premier), graphic editors (Adobe Photoshop)

Личные качества, хобби, увлечения, навыки: Category B driver's license. 9 years of experience