

## CHIEF OF DEPARTMENT MARKETING, 47 000 ГРН.

16  
сентября

Город: [Киев](#)

Возраст: 43 года

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

Категории: Реклама, маркетинг, PR, Руководство, Другие предложения

✓ Готова к командировкам

### Опыт работы

#### Chief of department marketing

Название компании скрыто Киев

01.1998 – По настоящее время (26 лет 8 месяцев)

#### Обязанности:

- \* 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.

### Образование

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

Специальность: Marketing director

полное высшее, 10.2009 – 02.2010 (4 месяца)

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

Специальность: specialist in public relations

полное высшее, 09.1995 – 06.2000 (4 года 9 месяцев)

### **Знание языков**

Английский - Выше среднего

### **Дополнительная информация**

Знание компьютера, программ: MS Office (Outlook Express, MS Word, MS Excel, MS PowerPoint), Graphic editors (InDesign, Photoshop, Adobe Illustrator, CorelDraw), Internet.

Личные качества, хобби, увлечения, навыки: 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.

Цель поиска работы, пожелания к месту работы: Receiving the position of director (deputy) for marketing and/or advertising, The type of activity of the company is not important.