Marketing manager

Preferowany kraj lub miasto:	Czechia
Wynagrodzenie:	Od 1500 EUR
Rodzaj zatrudnienia	Pełny etat
offer.cv.ready-to-relocate.label	common.yes.label

Opis treści CV

Yelena Timonova Date of birth: 26.07.1989 Gender: Female Citizenship: Kazakhstan Marital Status: Single Phone no: (+7) 778 488 87 04 E-mail: yelenati@mail.ru   Languages English Fluent Russian Fluent Kazakh Moderate   Professional Profile Marketing professional with broad marketing experience (6 years), encompassing strategic planning, qualitative & quantitative research, interactive marketing, digital marketing, creative development, media planning & buying, database /direct-marketing, public relations, sales promotions, with the ability and skill set to provide creative, innovative, enthusiastic and forward-thinking leadership in a team environment. Focused on achieving continuous, improved business performance.   Highlights Strategic creativity
Excellent written and verbal communication skills
Strong research and analytical skills
In-depth understanding of the company’s current products and future concepts
Ability to think creatively and innovatively
Budget-management skills and proficiency
Professional judgment and discretion
Analytical skills to forecast and identify trends and challenges
Familiarity with the latest trends, technologies and methodologies in graphic design, web design, production, etc.   Educational Qualifications   2007– 2013 Bachelor of Business Administration in “Marketing and Management” area (BSc), KIMEP University (Almaty, Kazakhstan) Current - Smartly Online MBA program   Work Experience Present: Brand Manager, (NUXE Cosmetics, Almaty, Kazakhstan) - from December 2016- present   Duties include: Brand strategy adaptation and control (long-term, short-term) Sales/campaign performance analysis, budgeting, execution of marketing plan
Development of consumer, competition & market insight through regular observation and analysis of the market and competitors
Managing launch of New Product Development on the market.
Execution of budget and forecast for the brand based on sales forecast, market shares, distribution, market research, changes, improvements on adaptations required on the product.
Managing the brand team Development of motivational programs to ensure necessary plan execution
Forecasting of Sales and Revenues
Digital Marketing   Previous experience: Marketing Manager, (Omron Healthcare, Almaty, Kazakhstan) - August 2015-December 2016 Duties include: Development, execution and analysis of Marketing plan;
Marketing Budget execution;
DPS-Map analysis
Development and realization of Marketing actions and special offers, aimed at advancement of trade turnover, growth of commodity turnover, stimulation of activity in dealers chain;
Management of Internet Marketing project (web-sites, network PR, presence on informative boards, searching portals etc.);
Study and analysis of perspective markets for sale with the purpose of expansion: commodity assortment; going into contiguous markets;
Providing preparation and holding competition among suppliers (BTL, ATL service companies) on realization of Marketing programs;   Marketing and Development Manager, (Union Space Fashion Retail, Almaty, Kazakhstan)- October 2012- August 2015 Duties include: Development, advancement, analysis and plan of Marketing program based on the strategic objectives of Fashion Retail brands : Vero Moda(Denmark), Jack & Jones (Denmark), Name it (Denmark), Camaieu(France) on territory of Kazakhstan
Marketing strategy development to promote new brands
Control and coordination of all Marketing areas of business
Development, production and control of POSM for special offers, actions and events
Work with contractors and suppliers
Marketing Budget planning
Monitoring of market and competitor’s analysis Development of promotional and marketing purposes, actions, materials
Media planning
KPI, ROI analysis
Constant introduction of creative ideas   Project Manager, (BOULEVARD Magazine, Almaty, Kazakhstan) – February 2012- October 2012 Duties include: Development and realization of Business plan.
Registration of civil legal agreements with physical persons, with individual businessmen and organizations;
Processing of primary documents, control of payments;
Organization and development of distribution chain and return policy for magazine;
Execution of agreements, processing of primary book-keeping documents;
Verbal and writing English-Russian translations. Marketing Manager, (Yahoo.com, Almaty, Kazakhstan)- May 2011- February 2012 Duties include: Development and realization of Business plan.
Marketing strategy development
Training employee
Negotiations with top management
Increasing trade-off   Internship in Accounting Department, (METRO Cash and Carry, Almaty, Kazakhstan) Duties include: Documentation, making and checking the Balance sheets Software Awareness Database: MS Access Office Suite: MS Office 2007/2008/2010 (Word, Excel, PowerPoint, Outlook) Operating System: Windows XP, Vista, 2000, ME, 98 SE, Mac OS   Projects 1. Fall 2007