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# Product Marketing Manager

## About me

A creative and goal-oriented professional in product, marketing, and brand management. I aim to create products that inspire customers and drive sustainable business growth. Over six years of successful experience working with international brands, launching new products to market, developing marketing strategies, and managing projects with a results-driven approach. Successfully created and launched a new brand. Proven high-level communication and negotiation skills.

## Work experience

### Product Marketing Manager/Brand manager Falmec Ukraine · MIRS Corp. · Odessa

*October 2018 - Present · 6 years 8 months*

- Falmec brand management throughout Ukraine.
- Business process control, brand budgeting, and brand strategy.
- Price positioning, market analysis.
- Promo activities, creation of marketing material, etc.
- Negotiations with the top management of factories.
- Presentations, training, consultations, and events.
- Collaboration with designers and architects, writing of articles.

Skills: Brand Management, Product Management, Marketing, Budgeting Skills, Negotiation Skills

### Project Manager/Brand Manager Best Chef · MIRS Corp. · Odessa

*October 2018 - Present · 6 years 8 months*

- Project work for the new product.
- Created a new brand and launched it on the market.
- Developed image and product uniqueness.
- Project & Brand Management.
- Promotional activities, marketing material.
- Developed and designed the catalog and website bestchef.ua.
- Negotiations with the top management of factories.
- Presentations, training, and consultations of the brand.

👤 37 years  
♂ Male  
📍 Chişinău  
💰 35 000 MDL  
in

## TOP Skills

- **Brand Management** · 6 years
- **Product Management** · 6 years
- **Marketing** · 6 years
- **Budgeting Skills** · 6 years
- **Negotiation Skills** · 6 years
- **Project Management** · 6 years

## Preferences

- Full-time
- Flexible

## Languages

- **Romanian** · Elementary
- **Russian** · Native
- **Ukrainian** · Native
- **English** · Fluent

## Driving licence

Category: B  
With personal auto

Skills: Project Management, Analytical Thinking, Team Building

**Product Marketing Manager/Project Manager · Numina · Chişinău**

*May 2023 - January 2024 · 9 months*

- Strategically developed direction for home appliances (HA).
- Analyze brands within the portfolio and identify new brands for portfolio expansion.
- Creation of a product assortment matrix segmented by categories and distribution channels.
- Up-to-date benchmarking, market analysis, and competitor product assessment.
- Development and implementation of the assortment matrix by segments and distribution channels.
- Revision of brand pricing policies and pricing strategies.
- Conducted negotiations with factories, presentations for new brands, and training sessions for managers.
- Development of a brand plan and budgeting.
- Creation of marketing promotional activities.

Skills: Brand Experience, Project Management, Product Management, Marketing, Market Research, Team Building

**Senior Marketer · Fitness, SPA and restaurant (network) · Odessa**

*January 2017 - October 2018 · 1 year 9 months*

- Developed marketing promo activities.
- Created photo and video material.
- Worked on the expansion of sales channels.
- Actively collaborated with thought leaders, partners, and sponsors.
- Negotiations on receiving CrossFit sports licenses from the USA.
- Created websites for the corporation.
- Detailed targeting in Fb, Instagram, and SMM.

Skills: Digital Marketing, Team Management, Brand Awareness

**Head of FEA and purchasing dept. · Ukrainian Vegetable Company · Kyiv**

*January 2016 - February 2017 · 1 year 2 months*

- Managed and organized the work of the department.
- Strategic planning of procurement.
- Import of agricultural products and equipment from Europe and South America.
- Control of payment terms and shipment terms.
- Logistics - calculation and delivery by air, car, or container.
- Customs clearance, and preparation of permit documentation.
- Translated technical manuals and instructions.

Skills: Strategic Thinking

## **Import Manager** · Profimport · Kyiv

*February 2015 - January 2016 · 12 months*

- Processed orders for factories in Europe.
- Pricing, analysis of the price policy of factories.
- Collaborated with premium and luxury brands in the USA and Europe.
- Factories invoice processing, and control payments.
- Calculated logistics to warehouses in Europe and Ukraine.
- Resolution of complaints.
- Received additional conditions and discounts from the factories.

**Skills:** Knowledge of Purchasing Processes

## **Manager of FEA** · Profi-Press · Donetsk

*January 2012 - March 2014 · 2 years 2 months*

- Analysis of markets, the benchmark of competitors.
- Purchase of goods, raw materials, and equipment from Europe, Asia.
- Calculation of the cost price, and payback terms of the equipment.
- Customs declaration and clearance during export-import operations.
- Preparation of documents for receiving certificates, and permits.
- Logistics, cargo transportation management, cargo control in transit.

**Skills:** Importing and Exporting of Goods

## **Desired industries**

- IT, Tech
- Top Management
- Marketing / Advertising / PR

## **Education: Higher**

### **Donetsk National Technical University**

*Graduated in: 2010*

Faculty: Economics and Management

Speciality: International Economics, master's degree

## **Courses, trainings**

**Business and Corporate Communications, professional courses.**

*Graduated in 2008*

Organizer: The academic department of the English language,  
DNTU

**Cultural Resource Management and Policy Analysis,  
professional courses**

*Graduated in 2008*

Organizer: The academic department of the English language,  
DNTU