



Подставкова Мария Ильинична

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Проживает: Москва

Гражданство: Россия, есть разрешение на работу: Россия

Готова к переезду, готова к командировкам

Желаемая должность и зарплата

Marketing Manager / Brand Manager

Маркетинг, реклама, PR

- Управление маркетингом
- PR, Маркетинговые коммуникации
- Интернет-маркетинг

Занятость: частичная занятость, проектная работа, полная занятость

График работы: гибкий график, полный день, удаленная работа

Желательное время в пути до работы: не более часа

Опыт работы — 7 лет 2 месяца

Август 2020 —
настоящее время
1 год 2 месяца

Calzedonia Group

Москва, calzedonia.sites.altamiraweb.com/ru/Jobs/Ads-Job-Offer?ResetParams=true

Розничная торговля

- Розничная сеть (одежда, обувь, аксессуары)

Товары народного потребления (непищевые)

- Одежда, обувь, аксессуары, текстиль (продвижение, оптовая торговля)
- Одежда, обувь, аксессуары, текстиль (производство)

Leading Marketing & PR specialist / Project manager

- 360° marketing campaigns for brands lead (Flights, Always on campaigns)
- Marketing special projects lead
- Work with creative agencies (briefing, tenders, development and confirmation of creative concepts)
- Media placements lead and monitoring. Mediaplans preparation and confirmation
- Brands budget management
- CRM-digests preparation (content + design)
- Brand research and Target audience analysis conduction
- Brand year and quarter strategy preparation
- Partnership collaborations lead
- Maintenance of SMM-channels, monitoring and content generation (Instagram, Vkontakte, Telegram)
- Work with influencers and Brand ambassadors (incl. ideas development and local shooting)
- Cross-functional projects lead (with e-com, BD, commercial and sponsorship deps)
- Project teams lead
- Strategic tasks solution for the brand on the Russian market
- KPIs reach control on the tasks of the project team
- Results and effectiveness analysis on the campaigns and projects

General results:

- Website traffic +30% increase
- Website conversion rate +10% increase
- Retail traffic +7% increase

- Brand strategy relaunch & development
- Brand lift +25%

Октябрь 2019 —
Июль 2020
10 месяцев

AO Mercedes-Benz Russia

Москва

Project Lead / Brand Manager

- New brand products launch in the Market (Creative + Media)
- Market analysis and Brand strategy creation
- * Brand content calendar development
- Digital products development & launch (Brand apps, Digital Showroom, Sub-brand digital zones)
- SMM channels development, monitor & content generation
- Content production
- Brand position effectiveness analysis, monitor & development
- Brand events organization
- Web-site development lead, content generation & update, traffic monitor
- CRM digests creation & distribution
- CRM data base monetization
- Collaborations with bloggers & influencers organization
- Sponsorship projects lead
- Retail Guidelines creation & control, special projects organization

Декабрь 2018 —
Сентябрь 2019
10 месяцев

AO Mercedes-Benz Russia

Москва, www.mercedes-benz.ru

Marketing Specialist

Duties:

- Marketing special projects
- New products market launches lead
- Content marketing strategy for the upcoming products development and review
- Marketing dep. budget allocation plan, control and review, data reporting in Marketing planner data base system on weekly and monthly basis
- Global marketing content local adjustment
- Trade marketing: constant communication with dealers and partners on marketing processes improvement, website ads guidelines violation solvation
- Market data analysis and reporting
- Clients e-mails distribution (tactical campaigns, information monthly letters preparation & segmentation)
- Internal communication on competitions and prizes/gifts cases
- Internal Online & Offsite conferences organization, Team buildings & Offsite management meetings
- Presentations for top-management preparation
- Document flow coordinating
- Supervision on Payment process for the group activities

Projects & Events:

- Mercedes-Benz Plant opening event: responsible for organization of creative zones, multimedia zones, vehicles exhibitions, ad video creation specially for the event, Brand Ambassador activities plan and execution, VIP guests transfer organization, communication to the Russian and foreign governmental protocols
- SPIEF(St. Petersburg International Economic Forum): Passage and Lounge zones creation, Vehicles exposition, VIP guests transfer and travel plan organization
- X-Class model Marketing/Communication launch campaign Russia. Project scope: TA and the following campaign strategy definition, SM campaigns localization & integration, global marketing materials adaptation, X-Class Ambassadors search & assignment, into Sports events integration
- AHK Sommerfest: full sponsoring event project scope lead (stand, banners, programs, products expo creation, documents flow)

- Novaya Volna (stands, banners, press walls creation, ad video adaptation)
- Geneva Motor show 2019 blogger trip for Social Media content creation organization
- MBR Loyalty program analysis & development
- Mercedes-Benz Brand perfume development & creation, implementation into the market
- Head of Daimler visit in Russia preparation: posters and luxury gifts creation
- AMG Workshop preparation for MB RUS Top Management: Paid, Owned & Earned Media tools plan for AMG products according to CJ, cooperation strategy with Sales & PM department definition
- JIRA & Social Intranet projects control system invention & training organization for the employees of the department

Other:

- Monthly mentoring in terms of Talent program in MBR
- Participation in Global Marketing training in Daimler

Февраль 2018 —
Декабрь 2018
11 месяцев

AO Mercedes-Benz Russia

Москва, www.mercedes-benz.ru

Executive Assistant to General director

Projects & Events:

- “Van Go Museum” Team building event 2018
- Customer trip FIFA 2018
- Leadership 2020 event organization (joint organization)
- Charity project (Marketing & HR dep. joint project): vehicle transfer to the children’s community
- New year party event for the department
- Offsite management meeting 2018 organization

Duties:

- Full business support to the General Director on all business related and special projects topics
- Interpretation of the General Director for clients and partners at exhibitions, conferences, product events in business trips (incl. IAA Hannover 2019, New models launch conferences, test-drive events)
- Lead of special projects with constant communication with the General Director (Taskforce projects, “Post evolution teams” project, HR Business development projects)

from 01.01.2018 – Talent Pool Mercedes-Benz Russia

Апрель 2016 —
Январь 2018
1 год 10 месяцев

AO Mercedes-Benz Russia

www.mercedes-benz.ru

Автомобильный бизнес

- Легковые, грузовые автомобили, мототехника, автобусы, троллейбусы (продвижение, оптовая торговля)

Personal Business Assistant to Director of Sales and Marketing department

Events organization:

- CAReer challenge day
- Offsite management meetings 2017
- Participation in organization of Annual Dealer Conferences, Dealer award events, Department meetings
- HQ colleagues visits

Projects:

- HR Project: integration of company Leadership principles into daily life of the employees and managers of the department
- PETS Sher project. Project scope: Target customer groups definition, project market launch activities, MB product for taxi promotion strategy development
- iService project: product content development
- Sprinter Classic Connect project: product content development, video preparation with the Agency for the

Comtrans exhibition

Duties:

- Business support and interpretation of Director of S&M at meetings with Head of departments, clients and partners at exhibitions, conferences, in business trips
- Coverage of documentation flow in the department, presentations content preparation support for Executive Committee meetings, Dealer Conferences and internal meetings

Business support for the Director on marketing and sales topics

- Business support of the marketing department in the field of product development in the Russian market and the introduction of new company products
- Budget control of the department cost center on department activities
- Constant work with SRM purchasing system
- Travel and Schedule organization
- Managing contacts with clients and internal and external partners in Russia and abroad
- Communication with the dealer centers for sales, marketing and after-sales service
- Ensure documents and activities compliance with corporate standards, policies and reporting procedures.

Ноябрь 2015 —
Март 2016
5 месяцев

KidZania

kidzania.ru

Услуги для населения

- Центры развлечения

Specialist of professional organizations group

- Organization of the Teambuilding for employees
- Trainings and education program for new coming employees development & organization
- Participation in the development of strategies to promote the brand of the company for job candidates, employees and potential clients
- Participation in marketing projects to attract customers
- Adaptation of park services for the Russian market
- Communication with partners and sponsors
- Participation in the organization of the opening of the park, the development of scenarios for certain zones, monitoring and testing the work of the park according to working guidelines and policies for employees and clients
- Solving any issues using logic, common sense and an analytical approach, which involves structuring the original problem, and dividing it into individual components
- Responsibility for a specific area of work and decision making within its competence

Февраль 2015 —
Ноябрь 2015
10 месяцев

UniCredit Bank

www.unicreditbank.ru

Финансовый сектор

- Банк

Specialist at Financial department

- Organization of one-day meetings and events for employees and external partners
- Work with letters of credit and guarantees
- Work with clients
- Work on document flow
- Translation of letters, documents
- Mail handling
- Help supervisor

Июнь 2014 —
Август 2014
3 месяца

OMT-Consult, Company group

Москва

Услуги для бизнеса

- Консалтинговые услуги

Oil & Gas Analytics Specialist

- Analysis of the Russian oil and gas market
- Database compilation
- Market monitoring
- Analysis of key market indicators
- Reporting

Июнь 2013 —
Август 2013
3 месяца

HQ Travel Network "HT"

Trainee Marketing department

- Edit & creation of the advertisement articles for "HT" magazine
- Marketing department ATL projects support
- Participation in events organization for employees and clients
- Creation of brochures and advertising stands with the agency
- Preparation of presentations on new products and services for clients and partners

Образование

Магистр

2018	Всероссийская академия внешней торговли, Москва Факультет экономистов-международников, Мировая экономика (4,8/5), направление маркетинг
2018	Daimler AG Stuttgart Career exchange program, Marketing
2017	European Summer School Prague (Courses) Online Marketing and Business development
2015	IKI, Internationales Kultur Institut Vienna Global marketing management, Brand management, PR
2014	Heinrich Heine Universität Duesseldorf Marketing & Economics

Тесты, экзамены

2015	IELTS ielts-Moscow, English 7,5
2015	IKI Zertifikat IKI Wien, Deutsch C1
2015	TestDaf Институт имени Гете (Goethe-Institut), Средний бал 5
2014	Немецкий язык Henrich Heine Universität

Ключевые навыки

Знание языков	Русский — Родной Английский — C2 — В совершенстве Немецкий — C2 — В совершенстве
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Навыки

MS Office Знание основ бухгалтерского учета

Владение техникой ведения переговоров

Опыт вождения

Права категории В

Дополнительная информация

Обо мне

ACHIEVEMENTS&SKILLS

Talents Pool AO Mercedes-Benz RUS

Work on individual projects

Attendance of specialized trainings

Cases & Competitions:

- Participation in international BRANDstorm competition on product development and market launch for L'oreal company
- Marketing program on Travel Business in Russia development for "Fund of the Russian economy" among 100 best students of Russia
- Market strategy on buying oil producing plant in terms of "Gazpromneft case championship"
- "Sveza" Marketing strategy for the Market entry development

Scientific publications:

- "Marktforschung und Marketing Automotive Industrie Deutschlands"
- "Severniy potok. Project influence on foreign economic cooperation of Russia and Germany"
- "Influence of the company salary system on the development of the organization" in German language

Other:

- The finalist of competition of "Fund of the Russian economy" among 100 best students of Russia.
- The certificate on passing of the traineeship program in the Marketing department of the company "Hot Tours": awarded by a trip to Switzerland for successful passing of the traineeship program in Marketing department at HQ of "Hot tours"

Hobbies: Travelling, sport, reading, markers drawing

Комментарии к резюме

8 октября 2019

ппп:хочет поменять сферу деятельности, маркетинг консервативный. отдел маркетинга мерседес бенз. Проектная должность. Руководитель экспат. BTL - ивенты, разработка диджитал предложений. Поддержка дилеров, в соц сетях согласование постов.Спонсорские интеграции.Диджитал разработка онлайн приложения.Адаптация глобальных материалов.(она отвечает за запуск в соц.сетях) иногда локальные компании там она организует съемку.Подчиняется Директору по маркетингу. от 100 на руки. англ:upper-intermediate.

Remizova Elizaveta

История общения с кандидатом

Отклики

Digital & Communication Manager

20 сентября 2021

Marketing communications manager (B2B)

2 августа 2021

Media manager

10 июля 2019