

Belokurova Kseniia Николаевна

Female, 37 years, born on 15 December 1983

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ksenia.belokurovabor@gmail.com — preferred means of communication

Reside in: Khimki

Citizenship: Russia, work permit at: Russia

Not ready to relocate, ready for business trips

Desired position and salary

Community Engagement Manager

Marketing, Advertising, PR

- PR, Marketing Communications

Employment: full time

Work schedule: full day

Desired travel time to work: any

Work experience — 13 years 1 month

August 2018 — till
now
3 years 2 months

SP Glass

PR manager

SP Glass SP Glass is a holding which is included to the TOP-3 companies of the window industry, which manages the Pilkington glass plant and 8 production sites for the production of STiS IG-units.

Responsibilities include marketing and PR communication creations, event marketing (online and offline) in Russia and abroad. The main goal is to increase the company's sales by improving the company's image, increasing customer loyalty and strengthening the company's competitive position in the market.

SMM: relaunch existing profiles, launch the new ones. Control web-based content, which contributed to website engagement, traffic growth and brand awareness.

PR communications: communication strategy, creating content. Interaction with the media. Information partnership of own events. Press events. Functional management: two full-time designers, outsourcing (copywriter, translation agency, designer, video editor, etc.)

Event marketing: organization of exhibitions, presentations, events in Russia and abroad.

* Organized company's attendance at Zodchestvo festival with the presentation of the book, written for architectures by the Pilkington representative. More than 20 square meters were branded, about 500 touches with Pilkington brand, 34 C-level meetings, 1 session was moderated by the Pilkington representative.

* During the pandemic organized and held an industry forum, the Online Forum, with a total duration of 5.5 hours, ensuring the maximum turnout for a narrow-profile audience (1200 participants) with a minimum budget for promotion.

* At the beginning of quarantine, in cooperation with sales and technical departments organized a series of industry-wide webinars for the Russian and international audience (first among competitors), which gathered the maximum number of participants (more than 2,700 people)

* Organization and management of the competition for young architects. Increased the number of participants in 5 times, ensured the All-Russian and international scale, brought the event to the rank of one of the leading competitions for young architects, achieved maximum coverage in the media (coverage over 7 million) and social networks (coverage of about 100,000)

* Forums in Azerbaijan and Budapest (postponed due to pandemic)

POSM: preparation of leaflets, catalogs, souvenirs, POS-materials, brand books in Russian, Spanish and French.

June 2015 —
October 2018
3 years 5 months

Hearst Shkulev Media и ИнтерМедиаГруп, Группа компаний

Retail

- Retail Chain (Books, Toys, Gifts, Watches etc.)

Media, Marketing, Advertising, PR, Design, Production

- Publishing
- Production of Print Material

Editor

Team management: management of the "Beauty" department of the digital portal woman.ru (subordinate to 2 people): formation of a plan for publishing articles, setting tasks, monitoring their implementation. Up to 10 articles were published daily.

Brand management: together with marketing and advertising departments, meetings and negotiations with partners and advertisers, attending events for the media, holding our own events (business breakfasts, magazine events, celebrations for celebrities)

Content: writing and editing texts (interviews, translation from English, analytics) PR communications: establishing and maintaining relationships with PR services of brands / stars of show business, sports, theater and cinema.

September 2008 —
June 2015
6 years 10 months

Axel Springer Russia

www.axelspringer.ru

Media, Marketing, Advertising, PR, Design, Production

- Production of Multimedia and Content, Editing
- Publishing
- Distribution of Multimedia and Printed Material
- Production of Print Material
- Marketing, Advertising, Designer, Event and PR Agencies

Chief editor

Content creating: Responsible for the "Beauty" section of the OK! Magazine: made thematic plans, wrote articles on beauty, travel, sports, did interviews, edited copyright articles. Search and interaction with celebrity columnists. 6-8 spreads a week.

Producer: making original shootings commercial editorial projects for the magazine

PR communications: visits to events for the media, press tours, kept in touch with PR services of brands/celebrities, sports, theater and cinema

From 09.2008 to 10.2010 held the position of editorial assistant with partial performance of duties of the editor of the website www.ok-magazine.ru

Education

Higher

2009

Russian State University for the Humanities

culture of mass communications, Masters Degree

2007

Khabarovsk State Institute of Arts and Culture

culture and history

Key skills

Languages

Russian — Native

English — B2 — Upper Intermediate

Skills

Обучаемость

Team management

Leadership Skills

B2B Marketing

Copyrighting

Negotiation skills

Further information

About me

Marketing communications manager with 2.5 years' experience in developing and executing brand strategy in Russia and CIS markets and 8 years' experience in digital and print media as a beauty-editor in background. Looking for a community-management role.

History

Responses

Digital & Communication Manager

20 September 2021