



# Иванова Вера Александровна

Female, 37 years, born on 30 August 1984

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Reside in: Moscow, metro station Kon'kovo  
Citizenship: Russia, work permit at: Russia  
Not ready to relocate, ready for business trips

## Desired position and salary

### Digital marketing manager

IT, Internet, Telecom

- Internet
- Marketing

Employment: full time

Work schedule: full day

Desired travel time to work: any

## Work experience — 14 years 6 months

February 2019 — till  
now  
2 years 8 months

### ExxonMobil

[mobil.ru](http://mobil.ru)

#### Cluster digital marketing advisor

1. Digital ecosystem development
2. SM, Media, CRM, Bloggers integrations and Collaborative special projects. All own digital channels support
- Maintain in-market digital assets, support development and
3. Business adoption of new digital capabilities
4. Execute digital communication through defined channels in line with the Communication strategy
5. Measure effectiveness of existing and new digital platforms and eco-systems
6. Responsible for the relevant local content and SEO strategy as well as social activation in line with strategy
- Identify and recruit best resources (i.e. influencers) to support program activation and consumer reach
7. Appropriately manage relationships with digital agencies, ensuring business knowledge transfer to agency personnel and alignment to brand strategy
8. Support the digital media budget planning process and digital platform mix, to achieve business objectives
9. Assess local market trends, support competitive intelligence process and social listening in digital
10. Contribute and participate in Brand Experience networks
11. Ensure digital media strategy effectiveness and consistency
12. Leverage data analytics and data platform capabilities to proactively develop digital communication plan that ensure high engagement
13. Support creation and implementation of marketing automation campaigns through relevant data platforms

March 2017 —  
March 2020  
3 years 1 month

### Pena Production

Moscow, [pena.agency](http://pena.agency)

#### Account director

1. Media (performance marketing, E-commerce, context)
3. Work with tools for analysis (Google Analytics, Yandex Metrics)

4. Project management (websites, special projects, all types of creative materials, mobile apps)
  5. Video production
  6. SM (social media projects)
  7. Strategy
  8. New business
- Clients - Ambassador, Heinz, SCA russia (Эссити), МПК

June 2015 — March  
2020  
4 years 10 months

## **УралКалий, ОАО**

Moscow, [www.uralkali.com](http://www.uralkali.com)

Chemical Production, Fertilizers

- Inorganic Chemistry (Manufacturing)

Mining Industry

- Mining and Processing of Mineral Raw Materials (salt, sulfur, alumina), Quarry Development (sand, clay, stone), Peat Digging

### **Digital marketing manager**

1. Digital strategy inline with strategic communications goals
2. Planning and implementation of digital marketing activities (production, SMM, special projects, PR)
3. Analysis
4. Control and coordination of contractors (digital-agencies, social-media agency, SEO, creative, site)
5. Budgeting, analysis and reporting
6. Interactive Annual report creation
8. Consulting on design, monitoring digital trends and innovations

April 2013 — June  
2015  
2 years 3 months

## **BBDO**

Moscow, [www.bbdogroup.ru](http://www.bbdogroup.ru)

Media, Marketing, Advertising, PR, Design, Production

- Marketing, Advertising, Designer, Event and PR Agencies

### **Digital head**

1. Project/Product management. Project development, its launch and support. Post project report, evaluation of results;
2. Finding the optimal production decisions / creative resources for the implementation of the tasks;
3. Preparing and conducting pre-production meetings with clients and production companies;
4. Consulting on design, monitoring digital trends and innovations

Clients - Valenta, Canon, METRO, STADA, GALLO, FreyWille, ITG, Intel, Hasbro, Peugeot, Фруто Няня

August 2010 — April  
2013  
2 years 9 months

## **PROGRESSION GROUP**

Moscow, [progressiongroup.ru](http://progressiongroup.ru)

Media, Marketing, Advertising, PR, Design, Production

- Marketing, Advertising, Designer, Event and PR Agencies

### **Digital project manager**

1. Media support
2. Digital strategy development
3. Digital production (banners, programs, websites, etc.)
4. O2O
6. New business

Clients – Reckitt Benckiser, Google/Google+, Sanofi, Adidas, L'oreal, Velle

March 2006 — June  
2009  
3 years 4 months

## **Publicis Groupe//Mediavest//Starcom**

Moscow, [www.publicisgroupe.com](http://www.publicisgroupe.com)

Media, Marketing, Advertising, PR, Design, Production

- Marketing, Advertising, Designer, Event and PR Agencies

## Senior digital manager

1. Planning//Buying//Reporting (media, search, VM, PR, video, special projects, social media)
2. Analytics
3. Communication with financial department
4. Communication with creative agency

Clients – Samsung, Ferrero, Coca cola, Белый Ветер, Diadgeo, BAT, Альфа Капитал, GE money bank, UBS bank, Emirates, Alfa bank

## Education

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### Higher

2006

### **Финансовый университет при Правительстве Российской Федерации, Москва**

Финансы и кредит, гос фин контроль

## Key skills

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### Languages

Russian — Native

English — B2 — Upper Intermediate

### Skills

banners

Context

Digital Marketing

Media Buying

MS Excel

MS PowerPoint

Planning

Production

SEM

SEO

sites

SMM

Viral Marketing

CRM

Creative

## Driving experience

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Driver's license category B

## History

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### Responses

Digital & Communication Manager

20 September 2021

Digital manager

11 November 2019

Digital manager

11 November 2019

Digital manager

10 November 2015

Digital manager

26 October 2015

Senior digital specialist (Automotive)

25 May 2015

Senior digital specialist

16 April 2015