

Andrii Tsokur: Front-End Developer

Odesa, Ukraine

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Qualifications:

- experience in publishing and IT (including 6 years of managerial experience) – since 1992 till 2004
- strong experience in sales management of FMCG goods (food, non-food) in Ukraine and abroad – since 2004

Hard Skills:

- HTML, CSS – advanced
- JavaScript – intermediate
- Node.js – basic knowledge

Extra Skills:

- **Markup:** Sass / SCSS, Adaptive / Responsive markup, Mobile first, Bootstrap
- **Version control:** Git / GitHub
- **Supporting tools:** Figma, Adobe Photoshop, Adobe Illustrator

Soft Skills:

- **Workflow:** Agile / Scrum, Analytics, Problem solving, Stress resistance, Time management
- **Teamwork:** Communication & Listening, Leadership, People Management, Team player
- **Customer Relationship:** Negotiations & Sales skills, Presentation skills

Professional Experience (IT):

10.1998 – 02.2004	<p>Company: “GT-Media”</p> <p>Specialization: web development, video production, graphic design (IT)</p> <p>Position: <u>Senior Front-End Developer / Creative Director</u></p> <p>Responsibility:</p> <ul style="list-style-type: none">• customer negotiations• design concept development• supervision of project implementation and adjustments by the design and development team• personal involvement in graphic design, UI/UX design and web development (HTML, CSS, JS) <p>Achievements:</p> <ul style="list-style-type: none">• contracted US company Makoi LLC to carry out web development outsource work for third-party clients supplied by the company
07.1997 – 10.1998	<p>Company: “Netsy”</p> <p>Specialization: internet service provider (IT)</p> <p>Position: <u>Senior Front-End Developer (promotion)</u></p> <p>Responsibility:</p> <ul style="list-style-type: none">• management of the web development team• UI/UX design and web development for the company's services and needs <p>Position: <u>Front-End Developer</u></p> <p>Responsibility:</p> <ul style="list-style-type: none">• UI/UX design and web development for the company's services and needs
09.1996 – 07.1997	<p>Freelance</p> <p>Position: <u>Graphic Designer</u></p> <p>Responsibility:</p> <ul style="list-style-type: none">• design of corporate identity and promotional print products for third-party commercial clients

09.1994 – 09.1996	Company: “DSV Marine Technologies” Specialization: publishing, organising specialised exhibitions Position: <u>Senior Graphic Designer</u> Responsibility: <ul style="list-style-type: none"> • graphic design and layout of the monthly magazine Navigation, published by the company • design and layout of print products for a number of annual international exhibitions organised by the company
10.1992 – 09.1994	Company: “Odesa Herald” Specialization: publishing Position: <u>Layout Designer</u> Responsibility: <ul style="list-style-type: none"> • layout of a daily municipal newspaper

Professional Experience (non-IT):

06.2021 – Present	Company: “Alcohol Export” Specialization: Alcohol beverages (FMCG) Position: <u>International Business Development Manager</u> (Worldwide) Responsibility: <ul style="list-style-type: none"> • development of new markets from the scratch Achievements: <ul style="list-style-type: none"> • 9 new markets have been contracted (Italy, Poland, Denmark, Sweden, Finland, Norway, Iceland, Faroe Islands, Greenland)
12.2020 – 05.2021	Company: “Vitmark-Ukraine” Specialization: Non-alcohol beverages (FMCG) Position: <u>National Sales Manager</u> (HoReCa, Ukraine)
06.2019 – 09.2020	Company: “Bacardi-Martini Ukraine” Specialization: Alcohol beverages (FMCG) Position: <u>Distribution Development Manager</u> (On-Trade, Odesa) Achievements: <ul style="list-style-type: none"> • 2019 - neutralized the backlog and fulfilled the sales target by 102% • 2020 – increased sales volume two times vs 2019
07.2018 – 05.2019	Company: “Bayadera Group” (Ukraine) Specialization: Alcohol beverages (FMCG) Position: <u>New Markets Distribution Development Manager</u> (Asia Pacific Region) Responsibility: <ul style="list-style-type: none"> • development of new markets from the scratch (Asia Pacific Region) Achievements: <ul style="list-style-type: none"> • contracted 3 new markets (India, Maldives, Sri Lanka), 2 new clients (Taiwan, Vietnam)
04.2017 – 06.2018	Company: “Eastern Beverage Company” (Ukraine) Specialization: Alcohol beverages (FMCG) Position: <u>Foreign Markets Distribution Development Manager</u> (Export) Responsibility: <ul style="list-style-type: none"> • development of existing business in Azerbaijan, Armenia, Georgia, Moldova and Uzbekistan. Providing of effective cooperation with Marketing Dept. Achievements: <ul style="list-style-type: none"> • increased business turnover in operating territories: 66% by volume / 63% by value

01.2016 – 03.2017	<p>Company: “Vitmark-Ukraine” (Ukraine) Specialization: juices, nectars, juice drinks, baby food (FMCG) Position: <u>Foreign Markets Distribution Development Manager</u> (Export)</p> <p>Responsibility:</p> <ul style="list-style-type: none"> • pursuit of new contracts and maintenance of existing ones for export of the company’s basic assortment, including development of Private Label projects for the 3rd parties <p>Achievements:</p> <ul style="list-style-type: none"> • I provided 6 new contracts (including 2 long-term regular Private Label contracts) and opened 3 new markets (China, Panama, Venezuela) • achieved superior interaction with every adjacent department of the Company
08.2012 – 08.2014	<p>Company: “AVK” (Ukraine) Specialization: confectionary (FMCG) Position: <u>Regional Sales Manager</u> Region: Armenia & Georgia</p> <p>Responsibility:</p> <ul style="list-style-type: none"> • sales and business development within the territory • product portfolio optimization, pricing, sales planning and budgeting • preparation of negotiations for signing of annual contracts with Key Accounts: “Carrefour”, “Smart”, “Goodwill”, “Fourchette”, “Populi” (Georgia); “Yerevan-City”, “SAS”, “Krpak” (Armenia) • trade-marketing activities development and implementation • sales team development and motivation <p>Achievements:</p> <ul style="list-style-type: none"> • increased 2013 annual Sales Volume for 10% vs the last year • increased Distributors’ faith to the Company and its’ sales strategy
10.2010 – 06.2012	<p>Company: “Hero UA” (the part of "Hero AG") Specialization: confectionary and infant nutrition (FMCG) Position: <u>National Distribution Development Manager</u> Region: Ukraine</p> <p>Responsibility:</p> <ul style="list-style-type: none"> • all Company’s sales and trade-marketing activities within Ukraine • product portfolio optimization, pricing, sales planning and forecasting • annual negotiations with KA: “Metro C&C”, “Auchan”, “Billa”, “Fozzy / Silpo”, “Fourchette”, “Mega-Market”, “Karavan” • coordination of medical channel development <p>Achievements:</p> <ul style="list-style-type: none"> • developed and implemented the new strategy of business development – the company’s market share has been increased from 0,9% to 2,1% against the trend of the general stagnation of the market
06.2009 – 10.2010	<p><u>Self-employment</u> Specialization: independent advisor on FMCG-Business development</p> <p>Achievements:</p> <ul style="list-style-type: none"> • client’s retail sales have been multiplied 6 times, up to 10M USD (energy saving lamps production and sales)
12.2008 – 04.2009	<p>Company: “Shell Retail Ukraine” Specialization: fuel filling stations network (retail sales of fuel and FMCG goods) Position: <u>Territory Manager</u> Region: Odesa and Mykolaiv</p> <p>Responsibility: operation management of the Territorial Office of the Company as well as of a network of 11 fuel filling stations (150 employees) in the Region</p> <p>Achievements:</p> <ul style="list-style-type: none"> • profitability of the Territorial unit has been increased for 70%

	<ul style="list-style-type: none"> sales volume has been increased for 6% monthly against the previous month, relative to the same period of last year – for 45% clients service level was increased from 32 to 75% (estimation of “Mystery Motorist” activity), 4 stations reached 100% level
04.2008 – 12.2008	<p>Company: “Maxus Ukraine” Specialization: manufacturing and sales of energy saving lamps (FMCG / B2B) Position: <u>Regional Sales Manager</u> Region: Southern Ukraine (Odesa, Mykolaiv, Kherson, Crimea)</p> <p>Achievements:</p> <ul style="list-style-type: none"> within 3 months since the start of my work the distributional structure has been formed and launched from stretch (3 distributors and 2 dealers) within 6 months sales volume in the territory has been increased 7 times in compare with sales volume at the beginning of my work
10.2004 – 03.2008	<p>Company: “MARS Overseas Holdings, Inc.”, Representation in Belarus Specialization: manufacturing and sales of confectionary and pet food (FMCG) Position: <u>Regional Account Executive (promotion)</u> Region: Republic of Belarus</p> <p>Responsibility:</p> <ul style="list-style-type: none"> complete maintenance and realization of strategical development of Key Accounts: “Biggz”, “Korona”, “BelMarket”, “Euroopt”, “Sosed”, “Roublevskiy” etc. preparation and holding of annual negotiations managing a team of sales agents and merchandisers for fulfilment of agreed annual conditions <p>Company: “MARS Ukraine LLC” Specialization: manufacturing and sales of confectionary and pet food (FMCG) Position: <u>Territory Sales Supervisor</u> Region: Odesa</p> <p>Achievements:</p> <ul style="list-style-type: none"> increased sales volume twice by organization and further effective management of exclusive sales team within distributor’s regional branches increased pet food shelf share from 70 to 96 percent in Odesa traditional retail pet-shops network management reorganization (17 shops in Odesa). Profit was increased by 3 times; sales volume was increased twice – during 6 months of my project management 5 of my subordinates has been successfully promoted to Supervisors’ positions at distributor’s company and at “Mars” was awarded with special prize for the best in Ukraine standards implementation received a qualification assessed as “Above Standard” in 2007 has participated in corporate innovation program “Make the Difference” repeatedly
02.2004 – 10.2004	<p>Company: “Vitmark-Ukraine” (Ukraine) Specialization: juices, nectars, juice drinks, baby food (FMCG) Position: <u>Territory Sales Manager (promotion)</u> Region: Odesa and region</p> <p>Position: <u>Sales Representative</u> Region: Odesa</p>

Education:

- 2022 – Present: GoIT Programming Courses, Full Stack Developer
- 2001 – 2007: Odesa Polytechnic National University, MSc Economics & Management
- 1988 – 1989: Odesa Polytechnic National University, Institute of Computer Systems, not graduated

Languages: Ukrainian – native; Russian – fluent; English – B2; Polish – A2

Hobbies: traveling, reading, poker

Personal Information: Citizen of Ukraine. Was born in Odesa, Ukraine. Married, have a son