

# Andrii Tsokur: Front-End Developer

Odesa, Ukraine

Phone: +380 (95) 0892411 (WhatsApp, Signal, Telegram, WeChat)

Site: [www.tsokur.online](http://www.tsokur.online) / Email: [tsokur@gmail.com](mailto:tsokur@gmail.com) / Skype: andrey.tsokur



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

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

### **Professional Experience (non-IT):**

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

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

	<ul style="list-style-type: none"> <li>sales volume has been increased for 6% monthly against the previous month, relative to the same period of last year – for 45%</li> <li>clients service level was increased from 32 to 75% (estimation of “Mystery Motorist” activity), 4 stations reached 100% level</li> </ul>
<b>04.2008 – 12.2008</b>	<p><b>Company:</b> “Maxus Ukraine”  <b>Specialization:</b> manufacturing and sales of energy saving lamps (FMCG / B2B)  <b>Position:</b> Regional Sales Manager  <b>Region:</b> Southern Ukraine (Odesa, Mykolaiv, Kherson, Crimea)</p> <p><b>Achievements:</b></p> <ul style="list-style-type: none"> <li>within 3 months since the start of my work the distributional structure has been formed and launched from scratch (3 distributors and 2 dealers)</li> <li>within 6 months sales volume in the territory has been increased 7 times in compare with sales volume at the beginning of my work</li> </ul>
<b>10.2004 – 03.2008</b>	<p><b>Company:</b> “MARS Overseas Holdings, Inc.”, Representation in Belarus  <b>Specialization:</b> manufacturing and sales of confectionary and pet food (FMCG)  <b>Position:</b> Regional Account Executive (<b>promotion</b>)  <b>Region:</b> Republic of Belarus</p> <p><b>Responsibility:</b></p> <ul style="list-style-type: none"> <li>complete maintenance and realization of strategical development of Key Accounts: “Biggz”, “Korona”, “BelMarket”, “Euroopt”, “Sosed”, “Roublevskiy” etc.</li> <li>preparation and holding of annual negotiations</li> <li>managing a team of sales agents and merchandisers for fulfilment of agreed annual conditions</li> </ul> <p><b>Company:</b> “MARS Ukraine LLC”  <b>Specialization:</b> manufacturing and sales of confectionary and pet food (FMCG)  <b>Position:</b> Territory Sales Supervisor  <b>Region:</b> Odesa</p> <p><b>Achievements:</b></p> <ul style="list-style-type: none"> <li>increased sales volume twice by organization and further effective management of exclusive sales team within distributor’s regional branches</li> <li>increased pet food shelf share from 70 to 96 percent in Odesa traditional retail</li> <li>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</li> <li>5 of my subordinates has been successfully promoted to Supervisors’ positions at distributor’s company and at “Mars”</li> <li>was awarded with special prize for the best in Ukraine standards implementation</li> <li>received a qualification assessed as “Above Standard” in 2007</li> <li>has participated in corporate innovation program “Make the Difference” repeatedly</li> </ul>
<b>02.2004 – 10.2004</b>	<p><b>Company:</b> “Vitmark-Ukraine” (Ukraine)  <b>Specialization:</b> juices, nectars, juice drinks, baby food (FMCG)  <b>Position:</b> Territory Sales Manager (<b>promotion</b>)  <b>Region:</b> Odesa and region</p> <p><b>Position:</b> Sales Representative  <b>Region:</b> 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 Odessa, Ukraine, on 30<sup>th</sup> of March 1972. Married, have a son