

# Alona Kalko

When Creativity and Structure meet together.

## About

Born in Ukraine, studied in France and actually living in Germany. After finishing a Master degree in marketing, I have built a great career in Brand Management by big international companies. The events of the last couple years have inspired me to reestimate my personal values and focus on things that I can do on my best. That's why currently I am on my way to changing profession from Brand Management to a Web Designer and Creator.

From people who know me I've been always described as a creative and structured person who has energy to make things happen with engagement and enthusiasm.

For me a day, where there was a place for creativity, is always a really good day. I hope you will enjoy surfing at my site.



„Sa capacite d'une adaptation, ecoute et sa patience ont fait d'elle une personne des apprecie dans notre equipe.“

Corinne Christoph, CRL Language Institute Manager

„The Sweetest Kiss“, Oil, 2017

## My Storyline



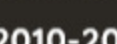
2019-2022

Relocation to Germany. Learning German from A0 to C1 level. Studying Media Design at Willner Akademie. Launch of personal website, created concepts for some brands in Adobe programs.



2012-2019

Building career in Brand Management by FMCG companies in Russia & Ukraine. Grew from Assistant to Manager level. Launched effective Brand management projects for Listerine, Gliss Kur, SYOSS Brands. Discovered a new hobby in form of painting in oil and selling own paintings worldwide.



2006-2012

Living and studying Marketing Master in IAE in France. Paying studies by working hostess and waitress. Got extraordinary multicultural experience by launching projects with people from different countries & different mentalities.

2006-2010

Living and Studying Economics in KNEU in Kiev. First experienced working in marketing for the hotels chain "RIVOS". Learning French as a hobby.



1997-2006

Studying at English-specialized Liceum. Going in for Professional Dancing. Member of International Dance Organization (9 medals after Dance Championships).

## What I do



Media Creation

Adobe Photoshop  
Adobe Illustrator  
Adobe Indesign



Web Design

HTML  
CSS  
JavaScript Frontend



Marketing

Digital Advertising  
ATU/ABT Campaign  
Werbung  
Entwicklung



Branding

Strategic Set-up  
Profile & Logo (P&L)  
Market Share control

During my occupation with different kinds of Brands by Big International Companies I have got excellent project management as well as communication and analytical skills. Nevertheless for the last couple of years I've focused on my creative skills, working mainly with Adobe.

## My Skills

Adobe Gestaltung

Certificate

Works

Web Design

Certificate

Works

Marketing

Diploma

CV

„Playful Mood“, Oil, 2018

## Media projects

In the section below you can test my Concept Creative skills. The products & brands, described in each project, have been found out by myself, as well as the name, logo and key supportive materials for marketing campaigns. I've tried to use my marketing background as well as Adobe skills to bring the idea into ready-to-go Marketing Strategy with ready materials.



Flavored Coffee



Coconut Candies



Air Taxi



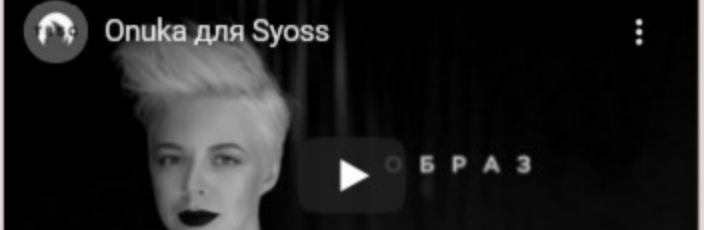
Drone Delivery

„Strip Dancer.“, Oil, 2018

## Marketing projects

### SYOSS

On behalf of SYOSS brand and Henkel Company I was leading the project of rebranding SYOSS with a star ONUKA. The idea was to reinforce and refresh the image of SYOSS brand after relaunch. The project has won an effie award for its business results and successful concept.



Read more

### Gliss Kur

On behalf of Gliss Kur brand and Henkel I was leading the project of putting a focus on Living Express Conditioners at the Ukrainian Market. The project has led to a significant improvement of the Gliss Kur market share and profitability as well as Express Conditioners Segment overall.



Read more

### Listerine

As a Junior Brand Manager of Listerine Brand in Johnson and Johnson Company I was responsible for the launch of Listerine brand at several markets such as Azerbaijan, Moldova, Kazakhstan, Georgia and 7 others.



Read more

### Motilium

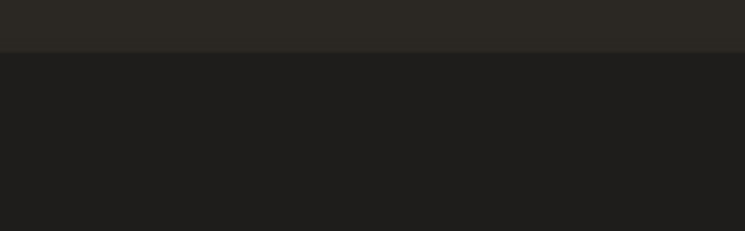
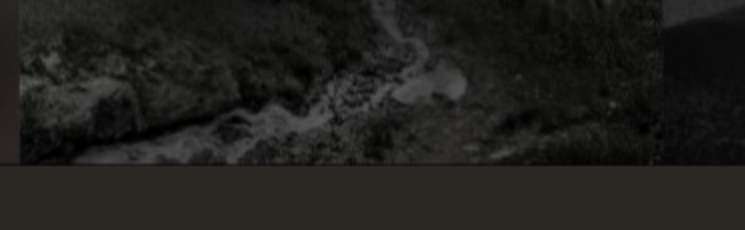
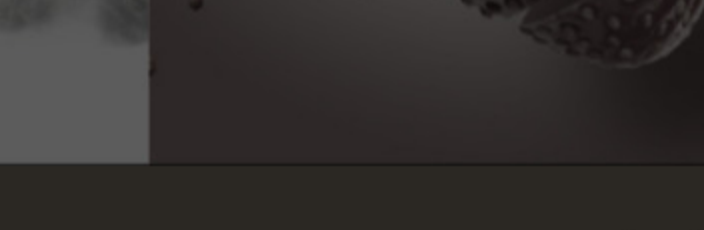
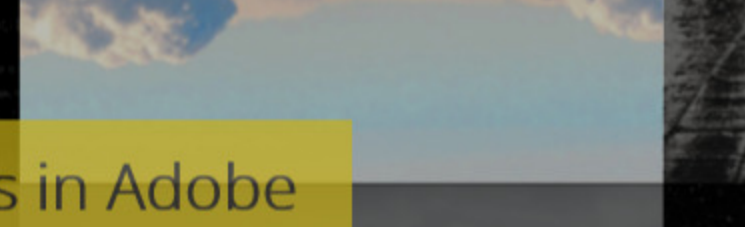
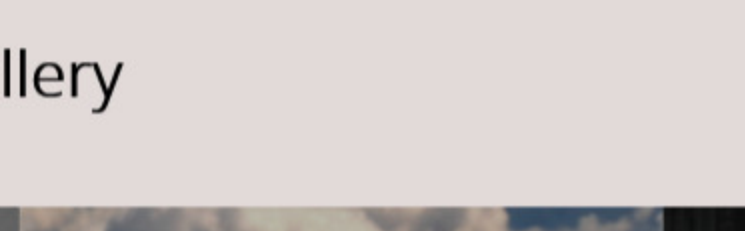
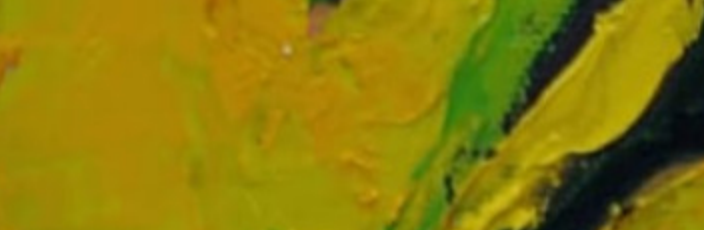
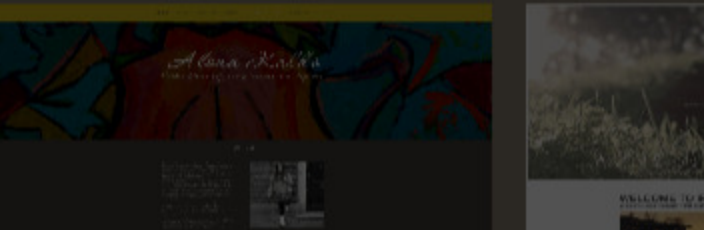
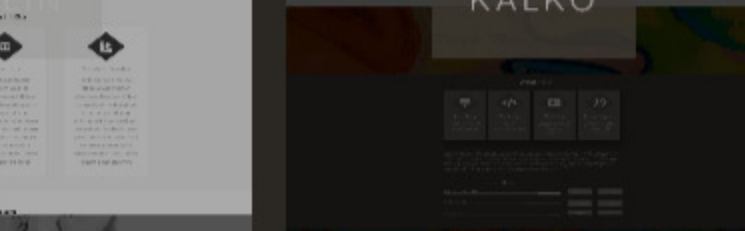
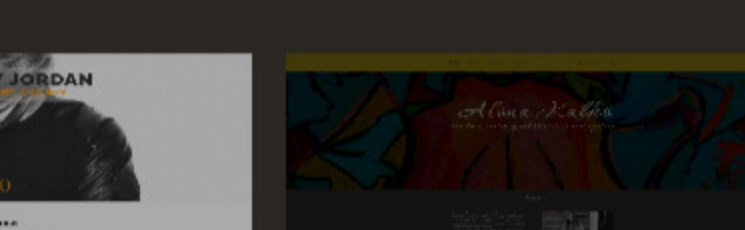
As a Junior Brand Manager for Gastro Portfolio in Johnson and Johnson Company I was responsible for Motilium Relaunch in Ukraine, including Brand repositioning both for Bto-B and Bto-C target groups.



Read more

„Pretentious Look.“ Oil, 2017

## Webdesign projects



Write me

Impressum

Datenschutz

