



# Diana Kucherbaeva

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## EDUCATION

09.2013 – Master student in International Management, University of Trento  
present (Trento, Italy).

09.2005 – Diploma in Economics and Finance, Ufa State Aviation Technical  
07.2010 University (Ufa, Russian Federation).

Final mark: 5/5

Thesis: "Taxation system of Russian Federation: state of the art  
and ways of development".

## PROFESSIONAL EXPERIENCE

**10.2011 – 03.2013** (18 months)

LLC "Leasing-Trade", Sales department, Key account manager, Ufa, Russia.

### Responsibilities:

Financial leasing of passenger cars and commercial vehicles, equipment;  
documentary support of transactions; support of existing clients and new clients  
attraction; sales channels enlargement; analytical work: planning and analysis of  
sales, reporting to the management.

### Obtained experience:

Familiarity with finance industry; sales skills improvement.

**12.2009 – 09.2011** (22 months)

OJSC "Ufanet", Marketing department, Marketing specialist, Ufa, Russia.

### Responsibilities:

To design and to launch marketing research and surveys, to analyze effectiveness  
of it. New knowledge extraction from current client database, preparation and

presentation of final results, creation and introduction of internal projects, monitoring of client's processes (sales, connections, services and training, tech support).

Obtained experience:

Familiarity with marketing research and analysis.

**05.2008 – 11.2009** (19 months)

OJSC "Ufanet", Sales department, Service manager's group head, Ufa, Russia.

Responsibilities:

To sale corporate services (the Internet, cable and digital TV, land- and an IP-telephony), training and support of clients, coordination and control the team work.

Obtained experience:

Team-building; self- and team-motivation; time-management.

**07.2007 – 04.2008** (10 months)

LLC "Advertising agency "4P for promote", Promoter, Ufa, Russia.

Responsibilities:

Participation in different advertising campaigns (product promotion, degustation, demonstration, etc).

Included but not limited:

- customer consultation,
- purchase promotion,
- positive product's impression to the end- customer Organization and participation in expositions, external marketing research (polls, "mystery shopper").

Obtained experience:

Multi-tasking; marketing campaigns, events organization and management; people motivation and coordination.

## LANGUAGES

English	Professional working proficiency
Italian	Limited working proficiency
Russian	Mother tongue

## INITIATIVES AND PROJECTS

May 2015	EXPO Milano 2015	Volunteer
Oct 2014 – Feb 2015	Trento Marketing Challenge	Participant
May 2014	Rails Girls 54	Participant
April 2012	English Speaking Club	Founder
May 2011	500 cleanings in one day	Local organizer
May 2006	“Miss USATU” beauty contest	Finalist

## PERSONAL SKILLS

Team player

Very good social skills

Ability to work on multiple tasks

Strong analytical skills and experience with statistical and marketing analysis

Flexibility and adaptability to different cultures

## INTERESTS

Self-improvement and self-education, taking part in workshops, learning languages, long bicycle trips, hiking, skiing, nature photography, healthy food cooking.