



# 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

**10.2015 – 11.2015** (2 months)

UN ESCAP (United Nations Economic and Social Commission for Asia and the Pacific), Transport Division, Transport Policy and Development Section Intern, Bangkok, Thailand.

### Responsibilities:

Research the case studies and reports on benefits of well-planned, innovative and implemented national policies on urban transport; preparation of data and indicators on the initiatives, their region, type, partners; implementing of resource mobilization research and writing of fundraising proposals.

### Obtained experience:

Experience in the work of the Organization, understanding of the United Nations' goals, principles and activities; exposure to working in an international environment; educational knowledge enhancement.

**06.2015 – 09.2015 (3 months)**

NimbusMarket.com, Digital Marketing Intern, Budapest, Hungary.

Responsibilities:

Search engine marketing (SEM), content marketing, search engine optimization (SEO), business development and community building. Maximizing the traction channels.

Obtained experience:

Familiarity with startup industry; online marketing and pitching skills improvement.

**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

October 2015	Bangkok 10K International Run	Finalist
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 and 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, running, hiking, skiing, nature photography, healthy food cooking.