OLEKSANDR PARADA

Contacts

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Languages

English (C1 Advanced)
German (A2 Pre-intermediate)

Summary

Skilful and motivated Websites and Marketing Analytics Services Manager with few years of experience effectively managing multiple projects in digital area. Adept in development of scalable services across multiple markets/businesses.

Hard Skills

HTML	Javascript
CSS	GIT

Soft Skills

Project Management
Internal & External Stakeholder Management
Leadership and Teamwork
Critical thinking and problem solving

Employment History

Websites and Marketing Analytics Services Manager, Nestlé Business Services, Lviv
October 2020 - present
Leading multi-functional team (130+ people) of in-house website and data management experts delivering website content management, UX optimization, analytics and benchmarking to support Nestlé eBusiness strategy.

Digital & Social Media Supervisor, Nestlé Business Services, Lviv
February 2020 - October 2020
Led a team of 20 supporting eBusiness Leads and Brand Managers across multiple Businesses. Oversaw social care insights listening, crisis management, performance reporting, and dashboard building.

Leading Social Media Specialist, Nestlé Business Services, Lviv
August 2018 - February 2020
Led a team of 15 supporting Nestlé Waters Business. Oversaw social care insights listening, crisis management, performance reporting. Designed KPIs for operational tracking, optimized/automated processes.
Projects and stakeholders management.

Senior Social Media Analyst, Nestlé Business Services, Lviv
November 2017 - August 2018
Project SPOC for Corporate Comms, Marketing, Consumer Insights at Market and HQ levels.
Delivered campaign performance analysis/crisis monitoring/influencers profiling.

Social Media Analyst, Nestlé Business Services, Lviv
September 2015 - November 2017
Supported Nestlé Businesses' strategy with real-time online and social context, as well as insights, deep customer understanding, customer segmentation, based on their behavior in the digital ecosystem.

Education

National University Ivan Franko, Lviv
2011 - 2017
Master's degree, International Economics.