

Irina Parenko

Personal Details

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Work Permit: yes

Summary

I'm entry-level professional with experience, skills, and knowledge in Digital Marketing. For the past year I've been working in a couple of IT companies that develop fascinating digital products for a numerous markets around the world in Agile environment. I've been focusing on:

- Market Research
- CRM Management
- Direct Digital Marketing Campaigns
- Google AdWords
- Google Analytics
- Product demos

Areas of responsibility I've also had were:

- Project management planning activities
- Resource planning and scheduling
- Product development status reports
- Development team meetings facilitation
- Communication with internal and external stakeholders

Recently I've graduated from the Auckland University of Technology as a Bachelor of Business specializing in Marketing and Economics.

I'm a fast-learner with great communication skills, passionate when it comes to Digital Marketing and Economics. I have an ability to work with others in unison, confident to work under pressure, as well as without supervision. Learning and adapting fast to rapidly changing conditions is my credo.

I'm easy-going person and a great team-player. At work I'm always focused on quality, efficiency, and given deadlines. I always plan in advance by prioritising tasks, defining scope, mitigating risks, and then executing required actions. It always leads me to achieve task completion in time with the desired quality. Multitasking is also not a problem.

Kind Regards,

Irina Parenko

Work experience

Project & Marketing Assistant

@ Roam Creative Limited – *web and mobile application design and development agency.*

August 2016- December 2016 (4 months), full time, Auckland, New Zealand

- Project management planning activities
 - Updating internal and external stakeholders
 - Status reports, resource planning and scheduling
 - Organizing internal development team meeting
 - Planning online advertising campaigns in Google AdWords
 - Budgeting and performance analysis of online advertising campaigns
 - Content creation for social media platforms
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Product Marketing Analyst

@ EcoPortal - *provider of Health and Safety Management software solutions.*

November 2015 – May 2016 (6 months), full-time, Auckland, New Zealand

- Market Research & Analysis (client search, competitor analysis)
- Managing advertising campaign in Google Adwords
- Marketing Director assistance
- Digital Marketing campaign development
- CRM management
- Product demos

Clients: *Fonterra, Unitec, Auckland City Council, Treescape*

Waitress

@ Bestaff

March 2014 - June 2015, part-time, student job, Auckland, NZ

Responsible for looking after guests and attending to their needs during VIP events in various function locations: SkyCity, Viaduct Event Centre, Langham, Ellerslie racecourse and The Wharf.

Manager Assistant

@ Dairy Store - *family business*

Dec 2013 – Feb 2014, full-time, holiday student job, Russia

Serving customers, organizing merchandise on the shelves and in the storerooms, handling cash, communicating with distributors, managing wholesale orders.

* [References are available upon the request](#)

Skills

- Market research: *Roy Morgan, Passport, Kompass, MarketLine Advantage, Google Scholar, Statistics New Zealand*
- Digital Marketing: *Google Analytics, Google AdWords*
- Social Media Marketing: *Facebook, LinkedIn, Twitter, Buffer*
- Marketing and Economic Strategies
- Customer Relationship Management
- Advertising, Retail, and Sales fundamentals
- Project management tools: *AHA! Teamgantt, Basecamp, Trello*
- Statistical Analysis
- Accounting fundamentals

Education



AUT University (July 2013 – February 2016) - *Auckland, NZ*

Bachelor of Business Degree, majoring in Marketing and Economics
(First Class Honours)

Modules covered:

<p>Year 1:</p> <ul style="list-style-type: none">- Business in Context (B+)- Economical Principles I (A)- Management Organization (A-)- Accounting for Decision Making (B+)- Economic Principles II (A)- Fundamentals of MARS - Marketing, Advertising, Retailing and Sales (A)- Quantitative Methods for Business (A+) <p>Result: Pass with Distinction</p>	<p>Year 2:</p> <ul style="list-style-type: none">- Consumer Behaviour (A-)- Introduction to Econometrics (A)- Marketing Management (A+)- Microeconomics (A)- Customer Relationship Management (A-)- Industrial Organization (A+)- Macroeconomics (A)- Research of Marketing, Advertising, Retailing, and Sales (A-) <p>Result: Pass with Distinction</p>
<p>Year 3:</p> <ul style="list-style-type: none">- Applied Microeconomics (A-)- Economics, Natural Resources and Society (A+)- International Marketing (A-)- Marketing Strategy (A-)- Co-operative Education (A) <p>Result: Pass with Distinction</p>	



Honours & Awards

Honours Roll: Recognition of outstanding academic achievement in Quantitative Methods for Business (AUT University Business School, August 2014)

Honours Roll: Recognition for outstanding academic achievement in Economic Principles I & Management and Organization (AUT University Business School, December 2013)



ACG Norton College English School (July 2012 – April 2013) - *Auckland, NZ*

Foundation year, AUT University Certificate in Foundation Studies

Modules covered: Economics I, English I, Mathematics I, Tertiary Study Skills, Culture & Society, English II, Macroeconomics, and Statistics.

Result: Pass with Distinction



Honours & Awards

ACG Certificate



Ust-Bolsheretskaya Municipal School (Sep 2001 – June 2012) - *Russia*

Result: Pass with Distinction (A+) in more than 5 subjects, including: Mathematics, Physics, Social Science, Computer Science, Biology, Chemistry, English



Honours & Awards:

School Certificate & Gold Medal for Outstanding Achievements in Studies

Miscellaneous:



Espresso Coffee School

May 2014, *Auckland, NZ*

Professional Barista Course Certificate



Musher Course

Jan 2008, *Russia*

Dog-sled riding Certificate

* Certificates are available upon the request