

IRINA KONNOVA

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I am a passionate and highly motivated communications professional who approaches every challenge with positivity and professionalism. I have varied communications experience and experience in events, brand, marketing and multi-channel communications. Drawing from my experience I have strong verbal and written communications skills, administrative skills, high level of technology skills and proven experience in producing high quality marketing content.

I am seeking for a part time role that would give me flexibility around my studies and motherhood while giving me possibility to develop my skills and contribute to team success and business growth

Skills and Attributes

- Excellent communications skills
- Stakeholder Management
- Account and project management
- Content creation
- Creativity
- Attention to detail
- Budget Management
- Organisational skills
- Time management
- Problem solving skills
- Strategic and analytical thinking
- Collaboration
- Highly developed interpersonal skills
- Advanced technology skills, including proficiency in the use of Microsoft Office Suite, Lotus Notes, SAP, Adobe Lightroom
- Languages: English (fluent), Russian (native)

Qualifications and Education

Bachelor of Commerce, graduated with Distinction 2003 – 2008

- Major: Marketing and Advertising (Public Relations)
- Moscow State Institute of International Relations (MGIMO), Russia*

Specialist in clerical work and business correspondence 2000 – 2002

College for the Ministry of Foreign Affairs of Russia

Courses & Certificates

WFH Marketing Masterclass with Mark Ritson July 2020

ADMA, Australia

Creative Photography Certificate March 2017

Photography Studies College, Melbourne

Career summary

10/2017 – 03/2020 | **Account Manager** | Mitsubishi Motors Australia
08/2014 – 10/2017 | **Marketing and Administration Assistant** | Mitsubishi Motors Australia
02/2014 – 08/2014 | **Freelance copywriter** | CommDiv, Moscow
08/2012 – 01/2014 | **Public Relations Manager** | Mitsubishi Motors Corporations Russia (MMC RUS), Moscow
10/2011 – 06/2012 | **Brand Manager** | Mail.Ru Group, Moscow
01/2008 – 10/2011 | **Account Manager** | Ketchum Moscow
03/2005 – 01/2007 | **Managers' Assistant** | PWC Moscow

Experience

Oct 2017 – March 2020

Account Manager

Mitsubishi Motors Australia Ltd

Aug 2014 – Oct 2017

Marketing and Administration Assistant

Mitsubishi Motors Australia Ltd

Key Achievements & Responsibilities:

- Represented MMAL as one of 5 MMAL high achievers at Mitsubishi Motors Corporation and MMAL talks lead by Carlos Ghosn (CEO of Renault and Nissan) (June 2017)
- Developing and managing various special marketing projects for MMAL including activation campaign for Melbourne Stars BBL sponsorship and pilot marketing activation of Total Tools partnership in Victoria
- Successful management of all small to large scale regional events (strategic planning, negotiating with suppliers, budget control and stakeholder management), assistance with some of the national events

Other Responsibilities:

1. Stakeholder Relationship Management, including creating and managing partnership with dealers to deliver effective sales processes & marketing strategies to drive achievement of sales targets & operational KPI and benchmark customer satisfaction
2. 'Go-to' person for the regional State Manager and the team for projects focused on improving and increasing the efficiency of regional office operations, processes and systems
3. Market analysis and feedback including monitoring market conditions, competitor actions and implementing effective marketing strategies to appropriate level of customer enquiry
4. Policy & Compliance including monitoring of dealer franchise compliance to quality and brand standards, legal regulations and any statutory requirements
5. Consistently achieved operational KPI and sales targets
6. Budget Management including management of the Vic/Tas Region State budget and financial reporting to relevant stakeholders at Head Office and supplier management
7. Administration tasks and regional office support and assistance including

Feb 2014 – Aug 2014

Freelance Copywriter

CommDiv, Moscow

My key role was to write, edit, finalize and proofread press releases, articles and other media materials, including internal communications for intranet portals, translating from Russian to English and vice versa. During this time I relocated from Moscow to Melbourne and was working remotely.

Aug 2012 – Jan 2014

Public Relations Manager

MMC RUS LLC

MMC RUS LLC is a Mitsubishi Motors Corporation Distributor in Russia.

My key role was to develop and coordinate all public relations activities of Mitsubishi Motors Corporation in Russia. I was seen as a brand ambassador for the company ensuring development and maintaining of positive stakeholder relationships and providing the media with the right messages about the brand and the product at the right time

Key Achievements:

- Developed and implemented the media communications strategy, which enabled an increase of media coverage by 16% with an increase of positive and neutral publications about Mitsubishi cars by 1.5% (2012/2013 media monitoring results, TNS Gallup Media, Russia)

- Distinguished as a high performing employee of Mitsubishi Motors Corporation Russia (MMC RUS) and awarded by trip to Japan with participation at the global Mitsubishi Corporation Group Gateway Program (May 2013)
- MMC Rus LLC PR team became a finalist among Top 5 Automotive PR teams in Russia in 2013 (Top 5 Auto – National Awards of Automotive Business Experts, <http://topauto5.ru>)

Responsibilities:

- Developing and executing a PR strategy including setting goals, budgets and tactics as well as crisis communications; monitoring and analyzing PR results including tracking ROI and performance reporting to MMC HQ Japan
- Pitching various brand and corporate stories to relevant media including specialized, lifestyle, general public and federal press, TV and radio
- Planning and organization of various events including new vehicle launches, media conferences, international motor shows: Mitsubishi Outlander launch 2012, Moscow International Motor Show 2013, Outlander MY2013 and others
- Managing relationships with PR, event and creative agencies in order to maximise the effectiveness of media communications
- Developing and maintaining Intranet portal of MMC Rus (research, focus groups, analytics, copywriting, editing)
- PR assistance to MMC Rus dealership network including opening new dealerships
- Preparing speeches for company executives, arranging interviews and preparing Q&A and briefing books, press-releases, media kits and proofreading of all product texts
- Managing national media vehicle fleet of MMC Rus and arranging test-drives for journalists
- Management of MMC Rus PR budget and allocation money for different projects (sometimes working with very limited budgets and working creatively to ensure key objectives and coverage are achieved)

Oct 2011 – Jun 2012

Brand Manager of Auto.Mail.Ru

Mail.Ru Group, Moscow

Mail.ru Group Limited is a Russian Internet company, which offers a range of online communication products and entertainment services, aka Russian 'Google'. As a Brand Manager of Auto.Mail.Ru I was seen as the key person for contacts with automotive companies communications and brand specialists while organizing various brand promotions and social media campaigns. My key project was the Best Runet Auto Awards by Mail.ru including development and delivery of large-scale event from end to end including management of 3rd party vendors.

Jan 2008 – Oct 2011

Account Manager

Ketchum Moscow

Developing and executing brand/product and corporate PR strategy for a diverse range of clients including: Audi, Peugeot, Google, Philips and UNAIDS. Key industries: Automotive, Consumer Tech, IT.

Achievements:

- Honoured with the Award for Best Specialist of Q4 2009 for outstanding work and great results
- Earned two promotions following superior performance and demonstrated ability to quickly learn and master complex concepts

Key Responsibilities:

- Event management including organisation and coordination of small scale and large scale client projects and events including local exhibitions and international media tours, local media test-drives, press-conferences, webinars
- Media liaison with a broad range of media (federal press, TV, radio, online bloggers, specialized and lifestyle press), media monitoring and reporting
- Developing new business proposals and pitching

- Team Management with three direct reports
- Budget management - including costing jobs to reflect working hours
- Collaboration across teams

Mar 2005 – Jan 2007

Managers' Assistant

PWC Moscow

My key responsibilities included administrative office support, archiving, organization of internal department events, personal assistance to Department Managers and partners, help with travel organization

Volunteering

February 2020 – current time

Marketing and Communications Officer

Summerhill Park Kindergarten

My key role during 2020 year of enrollment is to develop and implement a marketing communications plan that aligns with the CoM strategic plan and program requirements including overseeing website content & updates, newsletter preparation & distribution, preparing and updating the SPK information and marketing collateral, organisation and coordination of community events and a video production of the virtual tour of Kindergarten.

References

References are available upon request