



IRYNA KASHTAN

PRODUCT MARKETING MANAGER

CONTACTS



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WEBSITES & SOCIAL LINKS



- Facebook
 - <https://www.facebook.com/ira.kashtan>
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- LinkedIn
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SKILLS



Project management, product marketing, ambiguity solver, innovations delivering to the market, time management, analytical skills, data analysis, customer journeys, business communications, cross-functional team leadership, organizational skills, managing creative teams on a daily basis, event planning, ability to work to challenging deadlines, experience of working in a distributed team with different cultural background.

LANGUAGES



- Ukrainian
- English
- Russian
- French
- German

WORK EXPERIENCE



MAY 2019
PRESENT

PRODUCT MARKETING MANAGER

Modern Expo Group, modern-expo.eu | Lutsk

- As a product marketing manager I develop and promote high-tech products and solutions for retail industry:
- owning the product lifecycle: market and user researches, development process, product launch and support
- developing product positioning and messaging that highlights differentiation and value proposition
- data gathering, processing and analysis
- marketing researches
- preparing of presentations for international sales
- developing of promo-materials (catalogs and brochures) from scratch in cross-functional team
- preparing briefs and references for video production and managing the project till the final video commercial
- corporate website development: defining wireframes and mockups of web-pages about products presentation, content for these pages.

APR 2017
JUN 2019

PROJECT MANAGER IN MARKETING

Modern Expo Group, modern-expo.eu | Lutsk

- developing of promo-materials (catalogs, brochures and leaflets) from scratch in cross-functional team
 - developing of presentations for internal use and international sales
 - preparing and holding an exhibition of equipment in national and foreign trade-fairs
 - managing of creation of company products on-line catalog (website) from the scratch till launch
 - organization of corporate events with more than 800 participants
- Projects:**
- On-line catalogue of company products from scratch till release: data gathering, structure development, development of features specification, design approval, development of technical specification for web designers and web developers, managing cross-functional team
 - POS-materials development: information gathering, content generation, managing of 3d visualizations preparation, design approval, managing of printing
 - Modern Retail Forum in Kyiv – event organization, member of project team: advertising materials preparation, promotional gifts preparation, proofread of speaker’s presentations, work in the exhibition booth
- What media says about it:**
- <https://goo.su/0Jsl>
<https://goo.su/0JSi>
- Dragonboat 2018, 2019 – corporate event for more than 800 participants from 7 countries, member of project team: transfer organization and management, management of volunteers team, competition and awards organization <http://surl.li/avgg>
 - Company rebranding - updating of all promotional materials according to the company new brand book <http://surl.li/avgh>

OCT 2016
APR 2017

CUSTOMER SERVICE MANAGER

furniture factory Morgan Furniture LLC | Rivne

- orders management, customer base maintenance, communication with the final customer
- control over orders in time fulfillment and delivery to the customer (export from Ukraine to EU countries)
- management of complaints
- cooperation with other departments of the factory to satisfy the customers’ requirements
- reports preparation, dealing with large amounts of information.

MAR 2015
SEP 2016

LOGISTICS SPECIALIST

furniture factory Morgan Furniture LLC | Rivne

- planning of loadings and organizing international transportation of finished goods
- business correspondence
- control over in-time delivery of cargo.

EDUCATION



2013

MASTER 1 IN EUROPEAN BUSINESS REALITIES

Jean Moulin Lyon 3 University | Lyon

2013

MASTER'S DEGREE

Vadym Hetman Kyiv National Economic University | Kyiv

Master’s Degree in International Economy

WORKSHOPS & SEMINARS



NOV 2019

FEDORIV METHOD

Kyiv

Creative techniques, tips, principles, and practical cases of marketing agency Fedoriv Agency

MAR 2019

KYIV SERVICE JAM

Kyiv

Global hackathon on Service Design methodology: developing brand new services according to a design-based approaches (design thinking, service-design, human-centered approach).