

MIA MITAVSKI

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Work Experience

Nov 2021 – Present: Marketing Operations and Project Manager at Avnon Holdings (Defence and Security)

- Organizing participation in exhibitions across EMEA, GCC, EU and APAC regions resulted in more than 700 quality leads for the eight months.
- Managing the marketing Gantt, assigning tasks to team members according to business needs and deadlines.
- Working with a cross-functional team of creative professionals throughout the creative process to track, coordinate, and implement marketing deliverables.

2018-2019: Freelance Marketing Expert (remote, part-time job during the period of Alia and Integration)

- Provided marketing and PR services such as event-based marketing, social media marketing, marketing strategy, PR to the law firm, telecommunication companies, and manufacture of logs houses.
- Organized a 4-day conference for 47 managing partners of law firms from 23 jurisdictions members of the association Interlegal. The program included: a welcome party in the bar; a conference, a tour by museums and Moscow city; an annual meeting; gala dinner.
- Organized and managed participation at the biggest event for lawyers in Moscow, visited by 6000 professionals.

2014-2017: Project Manager at Proekt Technica (Defence and Security)

- Provided event-based marketing: organized 10+ conferences for TOP managers of the biggest manufacturers of defence equipment and the Ministry of Defence and Ministry of Trade of Russia; organized participation in 12 exhibitions across France, UAE, and Russia; produced 30+ corporate events for 2500 employees; organized seven strategical sessions for the company Board and TOP management; performed sponsorship participating in industrial events.
- Hired and overseed a team of 4 marcoms, project teams, and paid contractors. Managed the budget of the Marketing Department.
- Led the company's rebranding as a trusted adviser for the company's board. Designed and led a comprehensive branding process, updating branded assets and marketing collaterals.

2012-2013: Brand Manager at MCFR (Media)

- Handled the offline customer acquisition project: planned and organized conferences in 5 biggest Russian cities, which visited almost 3000 HRs and finally increased the over-sale revenue of returning clients by 1.2%.
- Organized the company's participation in 4 exhibitions in Moscow.
- Managed company webinars - schedule, program, registration, follow-up with attendees afterward.

2011-2013: Event Manager at ChrisMary (Entrepreneur, Event Agency)

- Organized 50+ corporate, marketing, and private events. Among the clients: Toyota, Lexus, Ford, Suzuki, Hyundai, Volkswagen, and Nissan.
- Managed overall company operations, including marketing positioning, sales, accounting, events planning, and production.
- Hired and overseed one event manager and seven paid contractors. Managed project budgets and the company PnL.

Education

2010-2014: B.A, Economic from the **International Economic Relations University**, Russia (Moscow)

2007-2010: Associate Degree, **Theatre Direction from Colledge of Art**, Russia (Moscow)

Languages

English - Working Proficiency

▪ **Hebrew** -Working Proficiency ▪

Russian - Native