



Anna Balyasov

Marketing Communications Manager

Profile

Experienced Marketing Manager with a demonstrated history of working in different industries.

- Marketing strategy and effective marketing budget. Analyzing financial information to ensure all operations are within budget.
- Skilled in managing online and offline events from scratch.
- SEO, PPC, PR, and social media campaigns (LI, FB).
- Mailchimp, Google Ads, Google Analytics, CRM lead management.
- Ability to work in a startup environment.
- Strong program and project management.

Employment History

Country Marketing Manager at Tektronix Inc

August 2021 — Present

- Building marketing strategies
- Managing direct marketing activities in the region of responsibility: Israel, Italy, and Eastern Europe
- Managing distributor's marketing activities
- Data and marketing results analysis
- Coordinated mailings, marketing materials, and website content

Marketing Communications Manager at VisIC Technologies, Nes Ziona

March 2016 — August 2021

- Creating a marketing strategy for the startup company
- Building company website
- Organizing participation in trade shows worldwide
- Building relationships with industry media to publish company updates

Sales Manager at Advertising Agency PAPA, Tomsk, Russia

November 2011 — October 2012

Education

MA, Tomsk State University, Faculty of History , Tomsk, Russia

September 1999 — June 2007

Courses

Digital Advertising Strategy, University of Colorado Boulder

February 2020 — June 2020

Google Ads Search, Google Academy

February 2020 — March 2020

Details

Harish

Israel

+972 54 8367601

annadazy@gmail.com

Date of birth

15 March 1982

Skills

Adobe After Effects

Google Ads

Google Analytics

Hubspot

Salesforce

Adobe Photoshop

Adobe Illustrator

Adobe After Effect

Wordpress

Languages

English

Hebrew

Russian

Links

[LinkedIn](#)