

## Contact

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(LinkedIn)

# Valeriya Ivashkina

Project Manager

Bali, Indonesia

## Experience

### Toongoose

Animation Project Manager

November 2021 - February 2023 (1 year 4 months)

- Mapping out production pipeline into a structure, to make it easy to manage budgets, schedules, and resources.
- Use of systematic strategy in nurturing trust and open communication with a client to ensure accurate creative vision is brought to life.
- Elaborating method for creative prioritization to deliver high-quality animation within budget and timeline.
- Maintaining systematic team collaboration for mutual understanding to ensure smooth project execution and risk management.

### Self-employed

Marketing Advisor to Founders

December 2018 - February 2020 (1 year 3 months)

Indonesia

Consulting on how to define tangible marketing goals in timelines, and boost commercial growth by automating sales and advertising processes.

### Gazprom-media

Product Placement - Project Manager

May 2017 - August 2018 (1 year 4 months)

Moscow, Moscow City, Russia

- Coordinating Show Producers and TV Programming to stream commercial integrations according to stakeholders' requirements, budget, and legal constraints.
- Developing sponsorship 360 offers, including ambassadors, digital campaigns, and event marketing.

- Strategic collaboration with Sales Management to develop and maintain mutually beneficial relationships with stakeholders.
- Mapping out sales resources according to legal requirements and stakeholders' competitive restrictions.
- Elaborating creative concepts for sponsorship campaigns according to TV Channels' content theme and agenda.
- Consistent tech upskilling for deeper understanding TV production elements: streaming and programming, images and sound, editing, graphics, and camera equipment for smoother client integration into the content.

## ProPlacement Sponsorship & Media

### Media sponsorship planner

September 2015 - May 2017 (1 year 9 months)

Moscow, Moscow City, Russia

- Determining the most effective TV and Digital media mix to display sponsors' ads by collaborating with programming managers of Media Holdings' and stakeholders' Account Executives.
- Coordinating and monitoring active media campaign performance and execution for ensuring effective budget allocation.
- Elaborating sponsorship content integration strategy by portraying target audiences, their behavior and habits.
- Mapping out sponsorship campaigns according to TV- market data analysis.
- Optimizing ad campaigns according to geographic segmentation and cultural preferences in the region.
- Evaluating and reviewing the success of media strategies and campaigns to improve the effectiveness of further sponsorship campaigns.

## CULINARYON

1 year 10 months

### Marketing Manager

May 2014 - August 2015 (1 year 4 months)

Moscow City, Russia

- Mapping out and systematic improvement of digital marketing strategy to support scaling business needs: e-commerce & CRM integration, Live Chat & mobile app launch.
- Development of a social media and SEO strategy and systematic refining of initiatives according to data and metrics analysis.
- Initiation of cross-branded promo events with sponsors and media collaborations with TV shows and vloggers.
- Elaboration marketing franchise package and remote marketing support of developing location in Singapore as a first franchise establishment.

### Event Manager

November 2013 - April 2014 (6 months)

Moscow, Moscow City, Russia

- Planning out, preparing and performing corporate and private events within a culinary studio.
- Team overseeing (up to 25 ppl), risk management, and mitigation through consistent communication and post-event reviews.
- Public Speaking and coordination of an audience of up to 150 guests.

### Ltd. ACS-EXPO

Exhibition manager

June 2013 - November 2013 (6 months)

Moscow, Moscow City, Russia

- \* Selling exhibition spaces / attracting new exhibitors
- \* Working with client and project management administrator throughout entire project process
- \* Planning exhibition hall layouts and activities programme such as workshops, seminars and demonstrations
- \* Promoting the event and organising the production of tickets, posters, catalogues and sales brochures
- \* Developing new tactics and appropriate budget allocation based on analysis of previous campaigns
- \* Profit and loss trading reports and trading analysis

### Procter & Gamble

GBBP Administrative Assistant

November 2012 - May 2013 (7 months)

Moscow, Moscow City, Russia

- \* Team's corporate budget tracking
- \* Planning and implementing effective visiting schedule at the assigned territory for Direct Manager (Microsoft Outlook)
- \* Prepare weekly information folder for Direct Manager, from input of management team
- \* Prepare correspondence or presentation material on DM request
- \* Provide any other secretary/administrative assistance to DM as required, such as travel orders, time sheets and the like
- \* Handle all confidential documents, including call for tender documents when / as requested by management team
- \* Answer / transfer external communications of Direct Manager

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## Education

Plekhanov Russian University of Economics

Master's degree, Business Administration, Management and Operations · (September 2007 - July 2012)

Harrow House International College

· (June 2006 - August 2006)