

SUMMARY

- PMP-certified project manager with 8+ years of PM experience, including high-impact digital and media projects.
- Led teams of 80+ passionate professionals, managed initiatives with ~\$0.5M media budgets and delivered over 150 projects on time and within budget.
- I am a proponent of proactive adaptability and utilization of cutting-edge tools to refresh everyday workflows, giving the team more time to learn, experiment, and stay ahead in the fast-pacing tech world.

PROFESSIONAL EXPERIENCE

TOONGOOSE – PRODUCER | PROJECT MANAGER

Nov 2021 – Mar 2023

- Optimized project workflows by integrating Notion and Zapier, reducing manual tasks by 15% and saving up to \$10K+ annually.
- Fostered collaborative client relationships based on trust by nurturing transparent workflow and frequent updates including visual tools, resulting in 90% on-time project delivery and client satisfaction rump up.
- Reduced production cycle time from 1 month to 2.5 weeks by tailoring Agile methodologies into in a traditionally non-Agile animation production environment.

WAVE HOUSE – MARKETING MANAGEMENT CONSULTANT

Dec 2018 – Mar 2019

- Facilitated implementation of a CRM/ERP system (FOX.erp), eliminating 100% of booking errors and reducing administrative time up to 50%, significantly improving operational efficiency and customer satisfaction.
- Executed a multi-channel marketing strategy: SEO optimization and Google Ads campaigns retargeted, generating 1,000+ ad clicks and a 10% increase in website conversion rate within the first month.

GAZPROM MEDIA HOLDING – SPONSORSHIP PRODUCER | PROJECT MANAGER

May 2017 – Aug 2018

- Secured sponsors during TV3-channel niche transition by personalizing sponsorship proposals, aligning channel rebranding with sponsors' needs, contributing to a 10% YoY increase in viewing share and transforming high-risk projects into successful campaigns, including pharmaceutical project achieving a 2x more effective CPM for the sponsor.
- Contributed to "Friday!" TV channel's record sponsorship revenue of 18% (max 10% across holdings); managed over 15 sponsorship projects, including the program of projects within a flagship prime-time show, resulting in 3 out of 5 clients' renewed contracts for the next year.

PROPLACEMENT MEDIA AGENCY – SPONSORSHIP PROJECT MANAGER

Sep 2015 – May 2017

- Delivered 40+ sponsorship projects under tight deadlines including fast-paced NYE projects, as well as a cross-channel "Cantata" campaign for Disney's "Inside Out" that secured the #1 box-office for two consecutive weekends.
- Cultivated long-term client relationships: managing from the initiation a successful general sponsorship collaboration between Nestle Baby and pediatric show Dr. Komarovskiy, resulting in a 3-year contract extension.

EVENTYON – MARKETING MANAGER

May 2014 – Aug 2015

- Performed digital marketing strategy, bringing the brand to the top 3 in Google search with 120k+ monthly visitors.
- Facilitated CRM and e-commerce platform integration, achieving over 80% online sales in 6 months.
- Contributed to a knowledge base for the successful launch of the first franchise in Singapore.

EDUCATION

Plekhanov Russian University of Economics | Specialist of Organizational Management | Jul 2012

Project Management Institute (PMI) | Project Management Professional | Oct 2023

PMI | Agile Metrics for Success | Data Landscape of GenAI for Project Managers | Value Stream Management | Sep 2024

SKILLS & TOOLS

Soft > Client Relationship Management · Project Management (Agile, Kanban) · Communication & Collaboration · Problem-Solving · Adaptability · Change Management · Virtual Teams Management · Transformational Leadership

Tools > Notion · Primavera · Project Online · Zapier · Smartsheet · Jira · Trello · Google Workspace · Moqups · Miro · Figma

Front > JavaScript · React · HTML · CSS · Custom Hooks · Context API · Bootstrap · Material-UI · Vite · JSON

Back > Node.js · Express · MongoDB · Mongoose · Cloudinary · Mapbox GL JS