Valeriia Ivashkina

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SUMMARY

- PMP-certified project manager with 8+ years of experience managing digital and media projects.
- Led teams of 80+, managed $0.4M budgets and delivered 150+ projects on time and within budget.
- I preach the adoption of state-of-the-art tools to shake up BAU workflows and free up time for the team to learn, self-improve, and ramp up its adaptability superpower, to remain ahead of the curve in a rapidly evolving tech world.

PROFESSIONAL EXPERIENCE

TOONGOOSE – PROJECT DELIVERY 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 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 ad 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 form the initiation a successful general sponsorship collaboration between Nestle Baby and pediatric show Dr. Komarovsky, 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 | Project Management Professional | Oct 2023

SKILLS & TOOLS

Soft > Client Relationship Management · Project Management (Agile, Kanban) · Communication & Collaboration · Problem-Solving · Adaptability · Change Management · Virtual Teams Management · Transformational Leadership
Tools > Notion · Zapier · Smartsheet · Jira · Trello · Google Workspacea · 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