

# Valery Ivashkina

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People-centric PMP-certified project manager with 8+ years of experience. Controlled multiple teams of 80+ people within projects' allocating US\$ 0.4M media budgets. From attaining sponsors and initiation, execution and integration of hybrid methodologies and PMIS, to monitoring and closure - I've run over 150 successful projects.

I am focused on delivering benefits by unleashing the full potential of the team members, and there is no shortcut to an individual experience and talent. Throughout my career, I've learned that consistently leveraging methodologies and tailoring the right frameworks enables the team to foster strengths and skills while navigating through complex problems and arriving at solutions faster.

## PROFESSIONAL EXPERIENCE

### Toongoose — Project Delivery Manager

Nov 2021 – Mar 2023

- Transformed delivery lifecycle and fostered an environment of inclusion:
  - Integrated PMIS tools to decrease administrative hours up to 15%, resulting in up to US\$ 10k+ cost savings per fiscal year.
  - Facilitated production cycle time shrinking from 1 month to 2,5 weeks and the number of iterations due to revisions from 3 to 1 only, by gradually introducing agile ceremonies like frequent reviews with client, retrospectives with a team after each delivery and project management tools utilization.
- Elevated strategy of client engagement with a focus on client's business requirements and delivering maximum value with each video:
  - Tailored process of requirements gathering using Mind Maps and Mockups with visual references to keep animation revolving around a unique value proposition with each iteration, resulting in a clear message, hitting the right TA; on an average clients experienced a 30% traffic boost on their website after releasing the animation.
  - Promoted clients' involvement during execution and satisfaction with the final result by incorporating Confluence reports, Jira's Gantt chart and Kanban board tools, making delivery processes more interactive and transparent; 95% of all projects were delivered on time; 4 out of 10 return customers.

### Gazprom Media Holding — Sponsorship Project Manager

May 2017 – Aug 2018

- Assisted in attaining sponsors for the TV-3 channel during its niche transition from esoteric 'First Mystique' to an entertaining 'Everything except Ordinary':
  - Promoted the launch of 4 new format TV shows by developing personalized general sponsorship proposals, coordinating the channel's new concept requirements and sponsors' business needs; resulting in a +10% in channels viewing share, turning projects from highly risky to a successful sponsorship campaigns.
  - Managed sponsorship campaign - 'Kagocel vs Forces of Darkness' and screen version of 'Gogol. Terrible Revenge', streamed with the record for the channel's 11.4% viewing share (4.5% on average across channels), resulting in a 2.5 more effective CPM (cost per thousand views) for the sponsor.

- Contributed to TV channel 'Friday!' in reaching record revenue of 18% from sponsorship campaigns in 2018 by managing over 15 sponsorship projects:
  - Led from pre-sale and initiation to the closure 5 sponsorship campaigns within a flagship primetime travel show on the channel - 'Heads & Tails'; resulting in 3 out of 5 clients' prolonged contracts for the next year.
  - Assisted in pre-sale, managed initiation and planning of a makeover beauty show 'Makeuppers' for a number of L'Oreal beauty product lines, the first branded prime-time show on the channel.

### **Proplacement Media Agency — Sponsorship Project Manager**

*Sep 2015 — May 2018*

- Assisted in pre-sale and managed over 40 sponsorship campaigns with short time constraints, including NYE product placements; contributed to an execution of cross-channel 'Cantata' sponsorship formant for 'Inside Out' Disney animation release, resulting with 50% media coverage, putting release to the weekend top 1 twice in the row.
- Managed from pre-sale and initiation to closure of general sponsorship collaboration between Nestle Baby and pediatric TV show Dr Komarovsky, which led to a 3-year continual contract renewal.

### **EventyOn — Marketing Manager**

*May 2014 — Aug 2015*

- Performed digital marketing strategy bringing the brand to the top 3 in Google search with over 120k web visitors monthly; facilitated CRM and e-commerce platform integration with over 80% of sales performed online in 6 months after adaptation to business needs.
- Contributed to the development of a knowledge base for the organizational process assets to release international franchise; provided remote marketing support to the first franchise establishment in Singapore.
- Public Speaking and coordination of an audience of up to 150 guests.

### **Autocomplex AZS Expo—Event and Marketing Manager**

*Jun 2013 — Nov 2013*

- Managed 30 out of 125 exhibitors' projects in preparation for the event, specifically: developed a schedule and resource plan for each construction unit, managed procurements, ensured assembly performance according to each specific requirement of exhibitors, controlled the event execution within timing constraints and according to quality baseline.

### **P&G — Global Brand Building Purchases Administrative Assistant**

*Nov 2012 — May 2013*

- Provided administrative support to the DM and the 40 pax team, such as budgets and team performance report analysis and pre-consolidation, meetings & events scheduling within the team's budget constraints, and communication coordination between the DM, team and associates.

## **EDUCATION**

**Plekhanov Russian University of Economics** | Specialist of Management of the Organization | Jul 2012  
**Project Management Institute** | Project management Professional | Oct 2023

## **SKILLS & TOOLS**

Virtual Teams Management · Program Management · Transformational Leadership · Change Management · Project Initiation · Project Delivery · Notion · Jira · Confluence · Moqups · Miro · Microsoft Teams · Trello