

# Valeriia Ivashkina

Tech-Savvy Marketing Project Manager With Expertise in Partner Relations and Cross-Functional Collaboration

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## Summary

- 8+ years of Project Management experience, **PMP-certified**, practical experience in Agile, Hybrid and Waterfall workflows.
- Concurrently managed media 3 projects each with \$0.5M budget, optimizing resource allocation to maximize ROI.
- Timely **identified and mitigated project risks**, ensuring 95% of projects were delivered on time and within budget.
- Effectively **collaborated with C-level** executives, developers, production teams to align stakeholders' and clients' goals.
- **Delivered 100+** end-to-end cross-platform marketing projects on time and within budget, ensuring high client retention.
- Fostered long-term partnership with clients, securing Nestlé Baby as the project's general sponsor for 3 consecutive years.

## Relevant Skills

Marketing & Analytics : AB Testing, SEO, Drip Campaigns; Google Analytics, SEMrush, Mailchimp, HubSpot;

Web & Automation : JavaScript, HTML, CSS; Zapier, Pipedream, WorldPress;

Collaboration Tools : Jira, Trello, Asana, Notion, Moqups, Miro, Figma;

Interpersonal Skill : Cultural Awareness, Adaptability, Emotional Intelligence, Negotiation and Expectation Management.

## Work History

### Project and Relations Manager

Toongoose Animation Studio for IT & Tech, Remote, Nov 2021 — Mar 2023

- Bridged high-tech SaaS and Web3 technologies with engaging, audience-friendly narratives, simplifying complex innovations and driving up to 2% conversion growth on customer websites.
- Managed teams of up to 10 members, optimizing workflows through Agile practices (Kanban, Gantt, iterations, retrospectives, knowledge base) and automation tools (Zapier, Pipedream), reducing production time by up to 60%.

### Marketing Project Manager

Wave House Surf Camp, Denpasar, Indonesia, Project-Based Contract, Dec 2018 — Mar 2019

- Led a team of 5 to execute a multi-channel marketing strategy upgrade, implementing audience segmentation and demographic retargeting (SEO, Google Ads, Yandex Ads, HubSpot), revamping social media strategy (Facebook, Instagram), and introducing automated drip email campaigns (Mailchimp).
- Led web overhaul (WordPress) and CRM/ERP system (Fox.erp) incorporation, eliminating 100% of online booking errors.

### Media Sponsorship Manager

Gazprom Media Holding, Moscow, Russia, On Site, May 2017 — Aug 2018

- Secured over 30 sponsors from initial pitch to contract finalization by aligning client needs with cross-functional stakeholder requirements, including C-suite decision-makers.
- Managed a program of five projects within a flagship prime-time show, coordinating teams of up to 20 members per project, leading to a 60% contract renewal rate for the following year.

### Media Sponsorship Project Manager

Proplacement Media Agency, Moscow, Russia, Hybrid, Sep 2015 — May 2017

- Delivered 40+ cross-platform projects under tight deadlines, including high-intensity NYE sponsorship campaigns with end-to-end creative asset development, influencer collaborations, and complex digital marketing campaigns featuring Gamification Mechanics.
- Cultivated long-term client relationships by leveraging data-driven insights, proactive reporting for campaign optimization, and visual tools (Gantt charts, RACI, Work Breakdown Structure) for clear and efficient communication.

## Education

Plekhanov Russian University of Economics, 2012 Master's in Organizational Management.

## Certifications

Project Management Professional, 2023; Value Stream Management, 2024; Agile Metrics for Success 2024; Data Landscape of GenAI for Project Managers - Sep 2024.

## Courses

CompTIA Security+, 2025; JavaScript Algorithms & Data Structures, 2024; React Bootcamp, 2024; JavaScript Web Development Bootcamp, 2024.

## Languages

Russian - Native; English - Proficient (C2).