

Valeriia Ivashkina

Data-Driven Marketing Professional
with Expertise in Cross-Functional Collaboration

Asia - Pacific, Indonesia, Denpasar 
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JavaScrip Portfolio 

SUMMARY OF QUALIFICATIONS

- Delivered 100+ cross-platform marketing campaigns**, including email marketing, on time and within budget, consistently meeting tight deadlines and exceeding client expectations.
- Curated landing pages** and managed collaboration with ambassadors on social media as part of interactive digital initiatives. Proactively generated reports, including A/B testing, to ensure effective funds allocation.
- Optimized client journeys** on the website by integrating automation and CRM systems, eliminating 100% of purchase and booking errors and significantly reducing administrative operation hours.
- Tailored marketing proposals** to target audiences for each prospective client during TV 3 channel's rebranding and thematic niche transition, contributing to the successful securing of sponsorships during a high-risk period.
- Facilitated collaborative partnerships** between clients and stakeholders, achieving 3 years of client retention as a general sponsor of content with a yearly budget of \$0.5M.

RELEVANT SKILLS

MARKETING TOOLS	WEB & AUTOMATION	COLLABORATION TOOLS	INTERPERSONAL SKILLS
<ul style="list-style-type: none">Google AnalyticsMailchimpSemRush	<ul style="list-style-type: none">JavaScript/HTML/CSSWordPressZapier	<ul style="list-style-type: none">Jira/TrelloMiroFigma	<ul style="list-style-type: none">Cultural AwarenessAdaptabilityNegotiation and Conflict Resolution

WORK HISTORY

PRODUCER/ PROJECT & RELATIONS MANAGER

- Toongoose Animation Studio for IT & Tech, Remote, Nov 2021 – Mar 2023
- Streamlined workflows by implementing Agile tools and methodologies, cutting production time by up to 60%.
 - Concurrently led up to 3 initiatives with cross-functional teams to drive projects from presale to completion, ensuring client satisfaction and on-time delivery.

MARKETING MANAGEMENT CONSULTANT

- Wave House Surf Camp, Denpasar, Indonesia, Dec 2018 – Mar 2019
- Integrated a CRM/ERP system, eliminating 100% of booking errors and reducing administrative time up to 50%.
 - Executed a multi-channel marketing strategy via email marketing, social media accounts, SEO and Google Ads retargeting.

MEDIA SPONSORSHIP PRODUCER

- Gazprom Media Holding, Moscow, Russia, May 2017 – Aug 2018
- Secured sponsors by adapting each proposal, aligning stakeholder's requirements and bridging them with client's needs.
 - Managed programs of projects, including a flagship prime-time show, resulting in 3 out of 5 renewed contracts for the next year.

MEDIA SPONSORSHIP PROJECT MANAGER

- Proplacement Media Agency, Moscow, Russia, Sep 2015 – May 2017
- Delivered 40+ sponsorship projects under tight deadlines including fast-paced NYE projects.
 - Cultivated long-term client relationships, strongly relying on analytics for effective campaign performance.

MARKETING MANAGER

- Eventyon Culinary & Event Studio, 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.
 - Structured marketing related knowledge base for the successful launch of the first franchise in Singapore.

CERTIFICATIONS

PROJECT MANAGEMENT INSTITUTE

- Project Management Professional (PMP) - Oct 2023
- Value Stream Management - Aug 2024
- Agile Metrics for Success - Sep 2024
- Data Landscape of GenAI for Project Managers - Sep 2024

COURSES

UDEMY

- CompTIA Security+ (SY0-701) - Jan 2025
- JavaScript Algorithms & Data Structures - Dec 2024
- React Bootcamp - Feb 2024
- JavaScript Web Development Bootcamp - Dec 2023

EDUCATION

PLEKHANOV RUSSIAN UNIVERSITY OF ECONOMICS

- Organizational Management Specialist
- 2007-2012

LANGUAGES

ENGLISH

- Proficient verbal & written

RUSSIAN

- Native