



SUMMARY

PMP-certified project manager with 8+ years of experience leading digital and media projects, excelling in relationship building and business development. Adept at curating impactful promotions and driving collaborative partnerships to deliver value for clients and stakeholders.

PROFESSIONAL EXPERIENCE

TOONGOOSE – PRODUCER | PROJECT MANAGER

Nov 2021 – Mar 2023

- Improved operational efficiency by automating processes and optimizing collaboration and workflows, generating over \$10K in savings annually.
- Led cross-functional teams to drive projects **from concept to completion**, ensuring alignment with client goals, 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 · Agile, Kanban · Business Development · Deal Negotiation · Sales Strategies · Strategic Partnerships · Adaptability · Change Management · Virtual Teams Management

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

Front > JavaScript · React · HTML · CSS · Bootstrap · Material-UI · JSON

Back > Node.js · Express · MongoDB · Mongoose