### **SEVIL GASIMOVA**

+ 99450 313 22 70 (cell phone) gasimova\_s@yahoo.com

Results-driven project management professional with extensive experience in portfolio management, strategic planning and risk assessment. Proven ability to align projects with business objectives, optimise processes and enhance financial oversight. Strong leadership in managing cross-functional teams, stakeholder engagement and KPI-driven performance evaluation. Adept at developing and implementing methodologies for project governance, compliance and business efficiency.

**Work Experience:** 

November 2021-present Project Manager, "Empowering and creating equal opportunities

for vulnerable, conflict affected women in Azerbaijan to overcome

barriers towards greater economic and social participation"

project, UK Government

June 2020- December 2021 "Addressing rights and well-being of women with disabilities and

veterans of Karabakh" project, Ministry of Labor and Social

**Protection of Population** 

**UNDP (United Nations Development Programme) Azerbaijan** 

- 1. Manage the project by providing day-to-day administrative, financial and procurement guidance and support.
- 2. Ensure strategic alignment with organizational goals and the timely and effective accomplishment of all milestones and expected outputs as per the project document.
- 3. Prepare the project annual work plan and budget, lead operational and financial planning processes and monitor implementation progress and conformity to expected results.
- 4. Oversee recruitment, selection and contracting of project personnel, international and local consultants. Supervise and coordinate their work by ensuring the timely delivery of expected outputs and effective synergy among the various sub-contracted activities.
- 5. Implement results-based approach to project management: set the project's results framework indicators and respective targets, manage and monitor project risks, capture lessons learnt and make recommendations.
- 6. Liaise with partners and donors for effective coordination, visibility and reporting of all project activities. Ensure adequate information flow, discussions and feedback among the various stakeholders and target groups.
- 7. Contribute to preparation and ensure timely submission of quarterly and annual narrative project progress, financial and other reports as may be required by UNDP and national partners.

  Disseminate project reports and respond to queries from concerned stakeholders.
- 8. Carry out regular, announced and unannounced inspections of all sites and project-funded activities.
- 9. Participate in project audits by providing necessary support and documentation.
- 10. Advise all project counterparts on applicable administrative procedures and ensure their proper implementation.
- 11. Perform regular progress reporting to the project board. Prepare agendas and arrange field visits, appointments and meetings both internal and external related to the project activities and write minutes from the meetings.
- 12. Ensure proper communications regarding events, success stories, project outreach, and overall scope and methodology (e.g. social media presence, project info on website, drafting press releases, etc.).

- 13. Provide support to international consultants in the implementation of their tasks for the achievement of project results (communication, contracts, agenda, visas, hotel reservations, etc).
- 14. Prepare and issue contracts, logistical organization of meetings, training and workshops.
- 15. Arrange for procurement of equipment, supplies and services and ensure that contractual processes follow the stipulated UN procedures.
- 16. Work with UNDP Operations Unit to ensure full compliance with and transparency in procurement, finance, contracting and other administrative procedures.

### June 2019 - April 2020

## Administrative and Finance Officer/Consultant United Nations Food and Agriculture Organization (FAO)

- 1. Organize and provide effective management of the organization's activities in the areas of administration, HR and travel, procurement, finance and budgetary control.
- 2. Supervise and coordinate the work of the administrative team.
- 3. Manage procurement for the projects and operations, including preparation of RFQs, RFPs, tenders, evaluation and contracts.
- 4. Ensure that all FAO activities are administered according to the existing rules and regulations, adhering to the rules of transparency, accountability, fairness and best value for money.
- 5. Analyse data from a wide variety of sources, including FAO's corporate systems.
- 6. Manage recruitment of staff and consultants and well as travel operations.
- 7. Prepare and finalise financial and administrative policies, process payments in accordance with established rules.
- 8. Ensure the proper maintenance of all financial records and monitoring systems of the office and assists with monitoring of various accounts; supervises and/or maintains imprest accounts; ensure that operational expenditures are in accordance with approved budgets and that all committing documents are complete and consistent; and reports variations from budgets.
- 9. Monitor the receipt of Government contributions and ensures that all procurement and custom clearances for programmes, projects and the office are properly requested and obtained.
- 10. Assist with the preparation of recurring reports on programme, project and office accounts; provides support in the preparation of reports for budget planning, audits and other related requests and liaise with local banks and financial institutions.
- 11. Ensure compliance with the Organization's security guidelines (Minimum Operational Security Standards ' MOSS).
- 12. Oversee provision of logistical arrangements for all office activities including correspondence, communication, trainings and other events, visibility actions such as publications.
- 13. Lead the preparation of risk assessment and development of corresponding security plans, monitoring and implementing necessary measures to mitigate potential risk.

### June 2019 - May 2020

#### **UNICEF Azerbaijan Projects Manager/Consultant**

- 1. Provide quality assurance and professional technical, operations and administrative guidance and support throughout the implementation, monitoring and evaluation of the UNICEF/Ministry of Education's joint projects for WASH and Climate Change, including the following project components and deliverables:
  - Project #1: Building national capacities and raising awareness on climate change and environmental degradation through extracurricular education institutions in Baku, Lenkaran and Guba.
  - Project #2: Improving WASH standards for schools, designing curriculum standards for hygiene education and capacity building of schools (Implementing partner: Education Institute).

- Project #3: Improvement of Water, Sanitation and Hygiene Education in selected schools of Azerbaijan, including improving knowledge, skills and behaviors of school children in hygiene and sanitation through awareness raising activities and communication campaigns.
- 2. Prepare materials and documentation and comply with organisational processes and management systems.
- 3. Work closely and collaboratively with internal colleagues and partners to collect, analyse and share information on implementation issues.
- 4. Regularly monitor and evaluate the outcomes of the WASH project implementation vs the agree project objectives, indicators, deliverables and timelines and performance of the partners/contractors. Submit monthly and monitoring visit reports.
- 5. Suggest solutions for the WASH project implementation and alert UNICEF and appropriate officials and stakeholders for higher level interventions and/or decisions. Provide support in identifying, capturing, synthesizing and sharing lessons learned for knowledge development and capacity building of stakeholders. Follow up on unresolved issues to ensure resolution.
- 6. Verify compliance of projects with approved allocation, organisational rules, regulations/procedures, standards of accountability and integrity. Report on critical issues, bottlenecks and potential problems for timely action to achieve results.
- 7. Prepare reports and briefings for donors on the progress of project implementation supported by photo and video evidence of outcomes.

## May 2013-May 2019

## Senior Manager, Corporate Communications Department PASHA Bank

- 1. Develop CCD tactical plan that reflects the Bank's strategy and KPIs. Prepare master operations plan and monitor budget expenditures. Manage task distribution and monitor deliverables within the team.
- 2. Manage the Bank's Outreach and Corporate Social Responsibility programs and projects by overseeing all aspects of the programmatic activities within the mission, including overall planning, coordination of program and projects implementation and reporting by ensuring maximum visibility for the Bank and enhancing the Bank's image in society.
- 3. Appraise new project opportunities, plan, implement and monitor project performance throughout its life cycle.
- 4. Search for new business opportunities and explore fundraising options by preparing proposals and meeting with potential donors and partners, applying either for full, partial or co-sponsorships.
- 5. Plan, implement and monitor implementation of programs and projects, including financial and narrative reporting to all related parties, such as donors and co-sponsors.
- 6. Initiate and lead programs and projects aimed at customer attraction, retention and satisfaction and creating positive image of the Bank among its stakeholders.
- 7. Identify and build relationship, guide, control and monitor the work of retainer companies abroad (UK, Switzerland and Turkey) that work on representing the Banks corporate communication, strategic and international relationship interests.
- 8. Enhance the Bank's image in society and increase the brand visibility by planning and organizing events, correspond and negotiate with external bodies regarding organised events, create and design internal and external events, carry out all necessary post event activities, including making recommendations for future practices, visit events venues to make sure all facilities are in place to ensure a successful event, answer queries from internal and external customers relating to events.
- 9. Contribute to the development of Annual and Sustainability Reports, produce other reports as needed.
- 10. Manage relationships and queries from internal and external stakeholders.
- 11. Optimise business processes and policies to improve operational efficiency.
- 12. Establish key performance indicators (KPIs) and evaluation metrics for project initiatives.
- 13. Supervise procurement, vendor management and contract negotiations.

- 14. Direct and coach team members in the delivery of customer solutions.
- 15. Replace the Director, Corporate Communication and act as Officer-in-Charge in the period of absence of the latter taking full responsibility over the department.

### January 2011-May 2013

## Business Development Manager Baker McKenzie

- 1. Develop and manage all business development related and marketing initiatives for Baku office.
- 2. Plan and control budget of the Business Development department.
- 3. Develop strategic plans to drive the business development and marketing goals of Legal Practice Groups.
- 4. Conduct research on industries, trade associations, clients, prospects, projects and target markets.
- 5. Prepare project proposals and document, pitches, PowerPoint presentations to clients and prospects. Provide guidance in preparation of tailored responses to RFPs, RFIs and RFQs.
- 6. Manage tender processes to ensure that the firm participates in all business related tenders, coordinate and manage preparation of tender documents and proposals.
- 7. Design and implement client development activities, including seminars, firm-sponsored events, client conferences, conferences, exhibitions, etc. jointly with Practice Groups` heads.
- 8. Manage Client Development Program to develop existing clients and attract new clients. Participate and lead client and partner meetings.
- 9. Identify speaking and sponsorship opportunities, target appropriate membership opportunities, etc., to create visibility and to advance new business goals.
- 10. Manage the projects, including planning, implementation, monitoring and reporting.
- 11. Coordinate the process of Annual Report writing, prepare and disseminate client alerts, bulletins, publications and other promotional activities.
- 12. Develop and update marketing materials, practice group descriptions, attorney bios and publications such as Doing Business in Azerbaijan.
- 13. Develop written communications, press releases, etc. to promote the practice groups and firm's successes. Provide content for the Web.
- 14. Cooperate with EBDU, Global BD team and managers in other offices. Regular duties include deals collection, contribution to the internal and external regional newsletters, participation in the directories, and league tables. Support in the case of regional/global pitches or to the individual offices on as required basis.

### **April 2007 - December 2010**

# Finance and Accounts Head of Division UNICEF Azerbaijan

- 1. Maintain financial records and monitoring systems to record and reconcile expenditures, balances, payments, statements and other data for day-to-day transactions and reports and reconciling data for recurring or special reports.
- 2. Check and verify correctness of all financial documents related to Harmonized Approach to Cash Transfers (HACT) liquidation reports and advise staff in interpreting relevant rules and instructions.
- 3. Serve as a Custodian of petty cash fund and have overall responsibility for office safe and its contents. Replenish office dollar bank account and based on needs convert dollars to the office manat bank account.
- 4. Prepare national staff payroll and payments to all categories of staff.
- 5. Participate in salary surveys conducted by United Nations office in Azerbaijan.
- 6. Maintain liaison with officials of local banks to obtain day-to-day information on exchange and interest rates, changes in procedures and regulations and matters pertaining to maintenance of office bank accounts.
- 7. Select and enter data from a wide variety of documents, verifying accuracy by checking sources, making necessary calculations and assuring inclusion of all relevant data.
- 8. Prepare recurring reports as schedules and special reports as required for budget preparation.

- 9. Advise and assist international staff, experts and consultants on all respects of allowances, salary advances, travel claims and other financial matters and calculate and authorize payments due for claims and services.
- 10. Initiate correspondence to verify data, answer queries and obtain additional information on accounts and financial transactions, as required.

# February 2004 - April 2007 Administrative and HR Head of Division UNICEF Azerbaijan

- Participate in recruitment of staff and consultants: review job descriptions, arrange advertisements, short-list candidates for SAP/APC review and conduct preliminary interviews. Issue Letters of Appointment, Special Service Agreements, renew Staff/Consultants contracts, issue Personnel Actions and maintain and update records of personnel files, monitor and update Staff Members/Consultants contract status.
- 2. Follow up on all local staff contractual status and ensure appropriate and timely actions for renewals of contracts, promotions, within-grade increments, & performance evaluations.
- 3. Provide orientation to new staff on personnel and administrative procedures and requirements.
- 4. Develop and monitor implementation of training plan for staff.
- 5. Participate in UN Local Salary Survey and orient new Staff Members/Consultants on their entitlements and allowances.
- 6. Update staff attendance records and process Medical Insurance Plan.
- 7. Supervise office cleaning services, office maintenance and repair and certify Support Budget Allocation services rendered.
- 8. Provide administrative support in proceeding Travel Authorizations, Claims, Security Clearances, arrangement of visas, flight bookings, renewal of passports, UN Identification Cards.
- 9. Provide logistical support to the office and workshop facilities, including preparation and summarising invitations to bids, identification of venues, transportation and accommodation.
- 10. Maintain an update inventory of Non-Expandable Property and office consumables.
- 11. Supervise, assign drivers and manage UNICEF office fleet by ensuring that they are mechanically sound and kept in tidy manner.

# September 1998–January 2001 Advocacy, Information and Communications Officer UNICEF Azerbaijan

- 1. Implement, monitor and prepare reports, including for donors for General Advocacy Program, develop in collaboration with counterparts' plan of activities.
- 2. Participate in activities related to government capacity building by bringing the national legislation in compliance with the Convention on the Rights of the Child (CRC), such as comprehensive review of national legislation and the CRC, organise workshop on the CRC for a team of local lawyers conducted by an international expert.
- 3. Arrange visits of different donors to project sites to increase project visibility and fundraising opportunities, e.g. organised visit of Julio Iglesias to refugee camps in Imishly in 1999.
- 4. Organise, supervise and participate in the activities related to celebration of the 10th anniversary of the CRC, including public awareness raising campaign, production and placement of banners and billboards with major CRC messages, roundtable discussions and TV program with participation of children and representatives of different Ministries.
- 5. Organise and supervise workshops for press and TV journalists and operators on children and women's issues.
- 6. Organise, supervise and monitor implementation of activities related to child participation such as roundtable discussion on the CRC with participation of children and representatives of different Ministries devoted to the International Day of Protection of Children, celebration of the International Children's Day of Broadcasting on the State TV Channel, etc.

- 7. Build partnership with mass media to generate and maintain public interest and support to UNICEF activities in Azerbaijan. Prepare promotional and marketing materials and publications, including designing bulletins, newsletters and other publications. Prepare press releases. Maintain and update the website content.
- 8. Supervise and monitor translation, proofreading and printing of UNICEF flagship publications, such as MONEE no.6 "Women in Transition" summary and press kit, SOWC 2000 report and press kit, organized launching ceremony of the SOWCR 2000.

# April 1998 - February 2004 Senior Executive Associate UNICEF Azerbaijan

- 1. Provide support in arrangement and leading of workshops, conferences and meetings and taking the notes. Translate documents from Azerbaijani and Russian into English and vice versa.
- 2. Undertake searches for background information and data necessary for supervisor's action. Provide support in office preparation for the Global Movement for Children.
- 3. Ensure timely implementation of actions and follow up the deadlines with appropriate sections/teams.
- 4. Provide support in the preparation of the Mid-Term Review meeting, necessary documentation and administrative arrangement.
- 5. Coordinate travel arrangements of the Head of Office, including visa issuance, ticket and hotel reservation, etc.

#### **Education:**

Sep. 2004 – Jul. 2006 Master of Business Administration (MBA), General Management

**KHAZAR UNIVERSITY** Baku, Azerbaijan

Sep. 1992 – Jul. 1997 Masters degree in English and German Languages

**AZERBAIJAN UNIVERSITY OF LANGUAGES** 

Baku, Azerbaijan

Sep.2016 - Sep. 2017 CIM IV level certificate in Marketing and Communications

**CHARTERED INSTITUTE OF MARKETING** 

online, UK

Language Skills: English, Azerbaijani, Russian

Computer Skills: Quantum, SAP, Microsoft Office, Outlook and Calendar

### **Additional Responsibilities:**

- Ombudsperson of UNICEF Azerbaijan in 2003 and 2004
- Chairperson of UNICEF Baku Staff Association in 2000 and 2001
- Member of UNICEF Azerbaijan Contracts Review, Procurement, Training, Selection and Advisory, Appointment and Placement, Job Classification, Caring for Staff, Security and Emergency Preparedness Management Team and Committees

### **Trainings and Seminars:**

- Certificate of PMP (Project Management Professional) in progress.
- Certificate "Gender Equality in the World of Work", UN Women, October 2024

- Certificate The Manager's Toolkit: A Practical Guide to Managing People at Work, University of London, October 2024
- Certificate Cure for Impostor Syndrome, LinkedIn, October 2024
- Certificate in Problem Solving Techniques, Project Management Institute, September 2024
- Certificate in Project Management Skills for Leaders course, Project Management Institute, September
   2024
- Certificate in Women's Leadership and Decision-Making course, UN Women, July 2024
- Certificate in Women's Economic Empowerment course, UN Women, July 2024
- Certificate in Women, Peace and Security course, UN Women, July 2024
- Certificate of graduation of course on Gender Concepts to get Started; International Frameworks for Gender Equality; and Promoting Gender Equality throughout the UN System, UN Women, July 2024
- Master Trainer on Business Development for Social Entrepreneurs, EU-UNDP, 2023
- CIM Level 4 Award in Customer Experience, The Chartered Institute of Marketing, UK, September 2016
- CIM Level 4 Award in Marketing, The Chartered Institute of Marketing, UK, June 2016
- Certificate in Accounting, International Institute of Invention and Business, International Business Faculty, Baku,
   Azerbaijan
- UNICEF Salary Survey Workshop, Ankara, Turkey, 23-27 April 2001
- First Azerbaijan Business Case Competition, Citizens Democracy Corps. Inc., December 2002
- UNICEF Ombudsperson Workshop, Belgrade, Serbia and Montenegro, 25-27 February 2003
- UNICEF on-line training on Basic Security in the Field-Staff Safety, Health and Welfare, June 2003.
- UNICEF Programme Process Course, May 2004
- Personal and Professional Development Graduate Award, Baku, Azerbaijan, 27-29 June 2005
- Managing of UNICEF's Business Practices, on-line course, July 2005
- Legal Aspects of Human Resources Management Course, Azerbaijan Bank Training Centre, Baku, Azerbaijan, 14-16 February 2006
- UN on-line course on UN Prevention of Harassment, Sexual Harassment and Abuse of Authority in the Workplace, March 2006
- Certificate of Course Completion in Global Health M&E Fundamentals course, June 2006
- UNICEF on-line training on Advanced Security in the Field, January 2007
- Certificate from FICSA workshop on General Service Salary Survey Methodology for Non-Headquarters Duty Stations, Budapest, Hungary, 11-15 June 2007
- Certificate of Completion of UNICEF Courses on Accounting Fundamentals, Accounting Systems and Closing Activities, Orientation to IPSAS, Accrual Basics, Accounting for Inventories, Accounting for Leases, Contingent Liabilities and Contingent Assets, The Ins and Outs of Capital Budgeting, Effective Budget Management, Analysing Cash Flow Statements, Accrual Accounting Procedures, Accounting for Cash Control, Creating and Analysing an Operating Budget, April - November 2010
- Certificate in Advance Presentation Skills, ADA, Baku, February 2014
- Certificate in Project Finance, International Faculty of Finance, June 2014
- Certificate in Operational Risk, International Faculty of Finance, September 2014
- United Nations Language Proficiency Certificates in English and Russian
- Certificate of Medical Nurse of Wartime, Azerbaijan University of Languages
- Driving license

- Current Role Project Manager, UK Government-funded Project (2021–present)
- **Key Focus:** Stakeholder engagement, reporting, team coordination
- Questions:
  - 1. Can you describe a situation where you had to coordinate with multiple international stakeholders and ensure everyone stayed aligned on deliverables?
  - 2. How do you manage competing deadlines while keeping quality standards high in your communication?
  - 3. In your current role, how do you approach negotiating expectations with donors or consultants when timelines or resources are tight?
  - 4. What methods do you use to ensure effective visibility and reporting in a multi-partner project?
- UNDP & Ministry of Labor Project (2020–2021)
- **Key Focus:** Monitoring, budgeting, cross-functional coordination
- Questions:
  - 1. What steps do you take when managing communications between government entities and international organizations?
  - 2. Can you walk us through how you handled a complex procurement or financial planning situation under pressure?
  - 3. Have you ever had to manage conflicting priorities between project milestones and partner expectations? How did you handle it?
- FAO Admin & Finance Officer (2019–2020)
- Key Focus: Budgeting, compliance, procurement
- Questions:
  - 1. How do you ensure smooth communication across departments, especially when working across finance, procurement, and logistics?
  - 2. How would you approach building a cost-benefit analysis to pitch a new solution to a potential fashion brand partner?
  - 3. Given your work with compliance and transparency, how do you ensure trust with external stakeholders?
- UNICEF Projects Manager (2019–2020)
- Key Focus: Quality assurance, partner coordination, communications
- Questions:
  - 1. You've led awareness and education campaigns how do you craft messaging that resonates with different audiences?
  - 2. How did you ensure consistent messaging and brand voice across various partners and schools?
  - 3. Tell me about a time you had to deliver a critical report or presentation under tight deadlines.
- PASHA Bank Senior Manager, Corporate Comms (2013–2019)
- Key Focus: International PR, CSR, event planning, brand image
- Questions:
  - 1. What experience do you have managing communication with international stakeholders like the UK, Swiss, or Turkish firms?
  - 2. Can you describe a campaign or event you led that significantly boosted a brand's visibility or engagement?
  - 3. How do you measure the impact of your communications or branding initiatives?
- This is especially important for your role, given the volume of brands.
- Baker McKenzie Business Development Manager (2011–2013)
- **Key Focus:** Pitching, tender management, marketing
- Questions:
  - 1. Can you give an example of a successful pitch you led that resulted in acquiring a high-value client?

- 2. How do you tailor business proposals or pitch decks for different client types?
- 3. You've worked on tenders how do you keep proposals both competitive and aligned with brand positioning?
- Earlier UNICEF Roles Finance/Admin/Comms (1998–2010)
- Key Focus: Multitasking, negotiation, internal ops
- Questions:
  - 1. In your earlier roles, how did you handle tight logistical timelines for large-scale events?
  - 2. How has your early career in communication and advocacy shaped the way you approach brand engagement today?
  - 3. You've worked on both financial and advocacy sides how do you balance detail orientation with creative messaging?
- Would you like me to also prepare a shortlist of 8–10 most telling questions across all roles, ideal for a one-hour interview? Or even better, help you map answers to a scorecard for assessing soft skills, communication style, or brand fit?
- **4**0
- You said:
- ok translate all these questiona to russian
- ChatGPT said:
- Конечно! Вот перевод всех предложенных вопросов на русский язык, разбитый по местам работы:
- Текущая должность Руководитель проекта, проект, финансируемый правительством Великобритании (2021-по настоящее время)
- Вопросы:
  - 1. Расскажите о ситуации, когда вам пришлось координировать действия с несколькими международными партнёрами и обеспечивать согласованность выполнения задач.
  - 2. Как вы справляетесь с конкурирующими дедлайнами, сохраняя высокий уровень качества коммуникации?
  - 3. Как вы ведёте переговоры с донорами или консультантами, если сроки или ресурсы ограничены?
  - 4. Какие методы вы используете для обеспечения прозрачности и отчётности в проекте с несколькими участниками?
- Проект ПРООН и Министерства труда (2020–2021)
- Вопросы:
  - 1. Какие шаги вы предпринимаете для управления коммуникацией между государственными структурами и международными организациями?
  - 2. Расскажите о сложной ситуации с бюджетированием или закупками, которую вам удалось успешно разрешить.
  - 3. Случалось ли вам сталкиваться с конфликтом между этапами проекта и ожиданиями партнёров? Как вы решали такую ситуацию?
- ФАО ООН Административный и финансовый консультант (2019–2020)
- Вопросы:
  - 1. Как вы обеспечиваете эффективную коммуникацию между отделами, особенно при работе с финансами, закупками и логистикой?
  - 2. Как бы вы подготовили анализ "затраты—выгода" для презентации решения потенциальному партнёру из модной индустрии?
  - 3. Учитывая ваш опыт в области комплаенса и прозрачности, как вы строите доверительные отношения с внешними заинтересованными сторонами?

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### ЮНИСЕФ – Менеджер проектов (2019–2020)

#### ■ Вопросы:

- 1. Вы руководили информационными кампаниями как вы разрабатываете сообщения, которые находят отклик у разных аудиторий?
- 2. Как вы обеспечивали единый стиль и голос бренда при работе с разными партнёрами и школами?
- 3. Расскажите о случае, когда вам нужно было подготовить важный отчёт или презентацию в сжатые сроки.

### PASHA Bank – Старший менеджер отдела корпоративных коммуникаций (2013–2019)

#### Вопросы:

- 1. Расскажите о вашем опыте взаимодействия с международными подрядчиками из Великобритании, Швейцарии или Турции.
- 2. Опишите кампанию или мероприятие, которое вы организовали и которое значительно повысило узнаваемость бренда.
- 3. Как вы оцениваете эффективность коммуникационных или имиджевых инициатив?

### Baker McKenzie – Менеджер по развитию бизнеса (2011–2013)

### Вопросы:

- 1. Приведите пример успешной презентации, которую вы провели и которая привела к заключению контракта с важным клиентом.
- 2. Как вы адаптируете бизнес-предложения или презентации для разных типов клиентов?
- 3. Вы участвовали в тендерах как вы сохраняете конкурентоспособность предложения, не отходя от стратегии бренда?

## ■ Ранние роли в ЮНИСЕФ – финансы/администрирование/коммуникации (1998–2010)

### ■ Вопросы:

- 1. Как вы справлялись с организацией логистики и мероприятий в условиях сжатых сроков?
- 2. Как ваш ранний опыт в области коммуникации и адвокации повлиял на ваш нынешний подход к взаимодействию с брендами?
- 3. Вы работали как с цифрами, так и с публичными коммуникациями как вам удаётся балансировать между вниманием к деталям и креативным мышлением?