



+375 (29) 574-73-25

raznoglazly@gmail.com

Belarus, Minsk

www.linkedin.com/in/alex-lomeyko

## SOFT SKILLS

Communicative  
Problem-Solving  
Flexible  
Analytical  
Proactive  
Innovative  
Creative  
Adaptable  
Detailed  
Highly educated  
Time Management

## TOOLS

HTML5  
CSS3  
React  
React Native  
JavaScript  
GIT  
UX / UI  
Figma / Sketch  
Illustrator / Photoshop

## LANGUAGES

Russian - Native  
English - Upper-intermediate

## ADDITIONALS

Ready for remote work  
Ready for relocation

## HOBBIES

Calligraphy  
Modeling

# ALEX LOMEYKO

## Frontend Developer / Business Development Manager

Dedicated, results-oriented, over 10 years of success in the areas of business and operations management, new business development, and sales and marketing. Analytical, innovative professional with strong business acumen and deep technical knowledge dedicated to leading teams in meeting and exceeding operational targets.  
Also freelance frontend developer with strong skills, easy-to-learn mind, well-versed in UX/UI and web design.  
An interesting, open-minded, adequate and honest person who is always looking for something new for himself, for the client and for the employer.

## PROJECTS

### CTTNCANDY. - Commercial / eCommerce / eShop

- Layout development development for 15+ pages using Figma (Desktop);
- Bringing mock-ups to life using React and Styled components;
- Documenting reports, tickets, and code changes;

### 7745.by - Commercial / eCommerce / eShop

- Redesign layout development for 30+ pages using Figma and Photoshop (Desktop/Mobile);
- New section of business development and implementation;
- New UI sections implementation to improve usability and design based on UX;
- Bringing mock-ups to life using HTML, CSS, SASS, JS;
- Documenting reports, tickets, and code changes;

### 7745.by - Corporate / Employers Portal

- Redesign of corporate employers portal consulting;
- Layout development and wireframing for 45+ pages using Figma and Photoshop (Desktop/Mobile);
- UX/UI development;

### belvaping.com - Commercial / Community Blog / Community Forum

- Layout development for 30+ pages using Figma and Photoshop (Desktop/Mobile);
- UX/UI development;
- Full site and forum building using HTML, CSS, JS, PHP;
- SMM and marketing strategy implementation;

### skinart.by - Commercial / Tattoo Studio

- Layout development for 20+ pages using Figma and Photoshop (Desktop/Mobile);
- UX/UI development;
- Full site building using HTML, CSS, JS;
- SMM and marketing strategy implementation;

## EXPERIENCE

### WOUCars, Belarus, Minsk - Frontend Developer

2021 September - Current

- UX/UI development for 50+ screens using Figma (Mobile);
- Developed Design system and prototypes using Figma.;
- Developed frontend using React Native;

### ASBIS JSC, Belarus, Minsk - Business Development Manager

2018 - 2021 September

- Identified key products, services and customers and used data to devise sales and marketing plans enabling dramatic growth;
- Established relationships with key decision-makers within customer's organization to promote growth and retention;
- Applied consultative selling techniques to prospect senior management to close business;
- Reached out to potential customers via telephone, email and in-person inquiries;
- Scheduled promotional activities in accordance with available inventory and staff resources;
- Generated new business with marketing initiatives and strategic plans;
- Developed materials and presentations of the product and its benefits (preparation of training materials).

### ASBIS JSC, Belarus, Minsk - Product Manager

2014 - 2018

- Planned new product external launch and release while managing cross-functional implementation of plan;
- Communicated value and position to sales team and developed tools to support selling process;
- Created product positioning and messaging to differentiate products in market and expand visibility;
- Researched competitive solutions and maintained competitive market comparisons and evaluations;
- Developed and executed go-to-market plans and facilitated internal organizational readiness;
- Assessed new product specifications to meet client needs;
- Reviewed sales, customer concerns and new opportunities to drive business strategy at weekly planning sessions.



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## EXPERIENCE

ASBIS JSC, Belarus, Minsk - **Marketing Manager**  
2012 - 2014

- Created marketing copy, art comps and final designs and compared with established specifications;
- Capitalized on industry and marketplace trends to strategize marketing solutions and enhance business operations;
- Boosted brand awareness and generated leads while managing internal and external marketing campaigns and programs;
- Organized contacts and orchestrated innovative marketing campaigns to boost awareness, engagement and sales;
- Onboarded new customers efficiently by developing database listings, uploading information and defining related lists;
- Implemented creative partnership building, event sponsorship, activation platforms and consumer experience design;

ASBC JSCV, Belarus, Minsk - **Marketing Manager**  
2011 - 2012

- Assessed marketing copy, art comps and final designs and compared with established specifications;
- Capitalized on industry and marketplace trends to strategize marketing solutions and enhance business operations;
- Boosted brand awareness and generated leads while managing internal and external marketing campaigns and programs;
- Collaborated with senior sales, engineering, and other business development executives to create best practices marketing initiatives and media positioning for vertical markets;
- Organized contacts and orchestrated innovative marketing campaigns to boost awareness, engagement and sales;
- Implemented creative partnership building, event sponsorship, activation platforms and consumer experience design;

## EDUCATION

**Institute of Entrepreneurial Activity**, Belarus, Minsk / 2006 - 2011  
Marketing & Management  
Specialization diploma Marketing Manager

**Industrial Pedagogical College**, Belarus, Minsk / 2001 - 2006  
Marketing  
Specialization diploma Marketing & ADs Manager