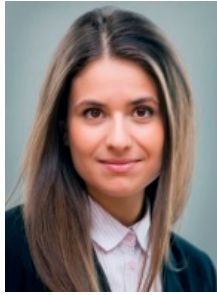


## **EVGENIA SELIVANOVA**



**Date of Birth:** 26<sup>th</sup> Apr, 1988

**E-mail:** sevgenija@gmail.com

**Languages:** Russian (native)  
English (advanced, C1)  
Swedish (upper-intermediate)

**Currently doing my masters at Tilburg university, department of communication and information science, New Media Design track.** The track includes the following courses: Creativity and Innovation, Human media Interaction theory, UX design, Interactive storytelling, Rapid prototyping, Usability and User Experience evaluation, Data Driven Design, Applied data visualization, Creativity and Innovations, Data processing, Programming with R.

### **EXPERIENCE**

Nov 2018 –Feb 2019 **Priveekollektie (contemporary art/design gallery)**  
*Internship*

- Building a new official gallery webpage.
- Producing visuals: banners, fair labels, visual content for the website.
- Writing and producing content (press releases, PR pitches, invitations, etc.) for the gallery's events.
- Contact person for fair organisations and delivering (online) information required for PR regarding international fairs.
- Responsible for updating and maintenance of our website and accounts on online art platforms like Artnet and Artsy.
- Responsible for maintaining & creating content for social media (Instagram, Facebook, Twitter).
- Analytics of webpage performance with Google Analytics, running CEO campaigns, working with Mailchimp

Oct. 2017 –Aug 2018 **ST Sport**  
*Marketing and Strategic Development Manager*

- Optimization and control of advertising budgets of the project.
- Sponsorship attraction.
- Maintenance and development of advertising and communication plans for clients, search for new customers, daily communication with

customers, establishing strong partnerships, identifying new opportunities for developing customer's business.

- Launched several projects for the brands such Reebok, Adidas, Duracell, Jabra, Falke etc.
- Was responsible for launching new web site – <https://newrunners.ru/>.
- Developing landing pages.
- Monitoring compliance with the advertising policy of the project
- Preparation of commercial offers.
- Contract management.
- Work with contractors and coordination of their actions (programmers, animators, etc.).
- Participation in the development of new digital products.
- Monitoring of market trends, competitive activity, behavior of the target audience.

Apr 2014-Aug 2017

**Stockmann**

*Real Estate specialist, Commercial Department*

- Working in cooperation with Real Estate Director and being a part of Global Real estate division, working both with fashion brands (Lindex and Seppala) expansion and tenant mix of Nevsky Centre
- Follow up of the real estate market in the retail segment. Shopping centers development, brands' development.
- Lindex and Seppala expansion plan. Search new premises for Seppala and Lindex brands, DS Stockmann.
- Study real estate projects - analysis, market and demographic research to provide projects/developers/cities overview to brand managers and to advise the company management on the best market prices and conditions.
- Negotiate terms of lease contracts and additional agreements with landlords.
- Maintain existing lease contracts (Seppala, Lindex): rental rates renegotiations, rent deduction, prolongations etc.
- Negotiating on fixed rates or currency corridors of the contracts under the period when ruble is weak.
- Negotiating and follow up the closure process of the stores (Lindex and Seppala) when brands have been leaving Russian market under crisis. Seppala was closed in 2015, Lindex - 2016.
- Search potential tenants for Stockmann Nevsky Centre (SNC) which is owned by Stockmann, following the concept of the mall.
- Negotiate terms of a lease contract with potential SNC tenants.
- Control SNC tenant mix and rent income improvements.
- Process SNC potential tenants requests by the moment of signing Act of transference and acceptance and lease agreements.
- Involving together with marketing department in the process of design projects approval of new stores.
- Conducting rent rates reports and calculation.
- Control of related document flow (Chains and SNC).

Nov. 2013 –Apr 2014 **"Alliance"**

*Analyst*  
*Department of analytics, statistics, monitoring*  
*Department of investment projects*

- Search for property offers on lease and sale (media, the Internet, databases)
- Adding information to the internal database.
- Monitoring ads to verify the relevance of current information on real estate market, confirm rent rates of properties, information on tenants, technical characteristics, examine floor plans and working on other key property characteristics.
- Conducting telephone negotiations to obtain the maximum necessary information, getting copies of the required documents, presentations, floor plans, explications, etc.
- Processing the acquired information.
- Fulfillment tasks of the Department's head.

Nov 2012-Oct 2013 **Knight Frank LLP** (Knight Frank is an international property consultancy with a network of 370 offices in 48 countries)  
*Coordinator, Investment and Sales Department*

- Preparation of primary proposals to the customers, presentation materials, property briefs;
- Working with CRM database, uploading information on company's clients and properties, uploading information from CRM to corporate webpage.
- Administrative duties;
- Assistant to Management Board in all matters;
- Prepare translation of presentations, briefs, proposals, legal documents, etc.;
- Business correspondence;
- Keeping a register of documents, archive documents;
- Working with agency agreements and other legal documents.
- Ensuring the effective interaction of Investment and Sales Department with :
- Department of Marketing and Public Relations: a joint work on updating the corporate website, providing information on main department's deals, main property characteristics, providing with the material for conferences and other corporate events.
- Contact Center: update a scheme of calls transfers
- Department of Information Projects Management: working on maximum adaptation of CRM database for consultants, organization of trainings for employees.
- Finance Department : preparing primary accounting documents, prepare documents on payment of commission for brokers.

Apr 2011 – Oct 2012 **Morgan Hunt**  
(Recruitment firm providing executive search and selection services)  
*Secretary, Translator*

## **EDUCATION**

2018                      **Tilburg university**  
M.S. Communication and information science, New Media Design

2005-2010              **Russian State University for the Humanities**  
M.A, History

## **ADDITIONAL EDUCATION**

Feb-May 2008           **University of Gothenburg**  
*Exchange student in Sweden, Humanities*

Spring, 2010           **University of Uppsala**  
*Graduation thesis on Swedish integration policy, Visby research scholarship*

## **COMPUTER SKILLS**

MS Excel, Power Point, KeyNote, Adobe package: Photoshop, Indesign, Illustrator; ProCreate, SAI, SPSS, data processing with Python, HTML, CSS, JS, R Studio, Tableau, Open Sesame, Wordpress, Prototyping tools: InVision, Proto.io, ProtoPie, Sketch, AutoCad, Google Analytics, AdWords.

## **CERTIFICATES**

02.04.2016              AutoCad Level 1 – Certificate of Completion  
16.09.17                Ielts, C1 level.

## **PERSONAL CHARACTERISTICS**

Active, sociable, self-motivated, hard working, purposeful, attentive to details, reliable. Enjoying communicating with people and learning new things.

## **INTERESTS**

Traveling, reading, outdoors, sports, marathon runner.