

ELENA SHCHERBININA

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[Linkedin](#)

SUMMARY

Project Manager with over 10 years of experience in marketing and project management. Proven ability to manage multiple projects simultaneously, lead teams, and handle budgeting and scheduling. PMP certified, fluent in English and German (B2). Adept at strategic planning and stakeholder management, committed to delivering impactful projects.

WORK EXPERIENCE

Senior Project Manager, Hack the Publisher

Oct 2019 - Present

- Simultaneously managed three projects, ensuring all were completed within budget and on schedule.
- Implemented Agile methodology into workflows and managed the transition process.
- Effectively managed a \$500,000 external budget, ensuring all projects remained on track and within financial constraints through milestone-based funding.
- Led interdisciplinary teams of up to 8 members, fostering collaboration and efficient communication.

Marketing and Project Manager, Freelance

Jan 2019 - Sept 2019

- Crafted and executed marketing strategies, including website creation and online advertising.
- Reduced the conversion cost for a key client by 50% through data analysis.
- Established strong client relationships, fostering long-term collaboration.

Account Manager, Yandex

Apr 2013 - Dec 2018

- Supported key partners with technical and product issues, enhancing client satisfaction.
- Conducted training seminars and webinars, improving client utilization of advertising services.
- Developed efficient team workflows and negotiated contracts with industry leaders.
- Developed new advertising products tailored to the regional market.

EDUCATION

Bachelor of Science in Business Administration

2008 - 2012

Siberian Institute of Management, Novosibirsk, 2008 - 2012

Graduated summa cum laude.

Project Management Professional (PMP)

2022

Project Management Institute (PMI)

KEY SKILLS

- Project Management.
- Team Leadership.
- Budgeting and Scheduling.
- Marketing Strategy.
- Agile (Kanban, SCRUM).
- Stakeholder Management.
- Data Analysis.
- Fluent in English, German (B2), Russian (Native)