

# Oxana Spirina

MEDIA PLANNING EXPERT

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## Summary

Expert in digital media planning with practical experience working with one of the largest accounts in FMCG (Reckitt Benckiser, GlaxoSmithKline, Mars) and Financial (Mastercard). I put my soul and expertise into everything I do and believe that being passionate about your work is the best way to deliver value to the customer.

## Work Experience

### Carat (Dentsu Aegis Network)

Moscow, Russia

MEDIA PLANNER

May 2019 – currently

- Was responsible for all implementation briefs and ensured that the plans were properly executed
- Managed media plans and budgets of up to 3M USD per campaign across all forms of media
- Collaborated with the internal and external teams to ensure the smooth and holistic delivery of the requirements
- Planned scenarios across a wide range of media (Digital, TV, Radio, OOH, Print)
- Collected and analysed the client's post-campaign results to provide recommendations on refinements
- Created, presented and defended media strategies and competitive analyses
- Was responsible for managing the invoicing process
- Fostered and maintained the positive client and vendor relationships through written and verbal communication

### MediaCom (WPP)

Moscow, Russia

JUNIOR DIGITAL PLANNER

June 2018 – May 2019

- Worked collaboratively with Communications (Media) Planners on developing digital strategies
- Led VNP (OLV) digital planning according to MKB to maximize the reach and the sales impact
- Handled the experience planning, end-to-end implementation and evaluation of the advertisements on various digital platforms according to the campaign objectives and operating principles
- Prepared client reports, presentations and other official documents
- Presented and defended agency recommendations and outputs
- Worked closely with digital vendors to stay up-to-date with new innovations for the next tests and ad hoc projects

## Skills

**Office** MS Office, iWork

**Media research** WEB-Index, TV Index, M'Index, Radio Index, Google Analytics

**Languages** Russian (native), English (IELTS Academic: 7.0), German B1 (in process)

## Education

### National Research University Higher School of Economics

Moscow, Russia

M.Sc. FACULTY OF COMMUNICATIONS, MEDIA AND DESIGN. MEDIA MANAGEMENT

2017 – 2019

- Thesis: *The Role of Big Data in the Media & Entertainment Industry: Collection and Utilization*
- GPA: 8 out of 10

### National Research University Gubkin Russian State University of Oil and Gas

Moscow, Russia

B.Sc. FACULTY OF INTERNATIONAL ENERGY BUSINESS. MANAGEMENT

2012 – 2016

- Thesis: *Radical Innovations and the Gas Industry: Evaluation of the Current State*
- GPA: 4.5 out of 5