

Oxana Spirina

MEDIA PLANNING EXPERT

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Summary

Expert in digital media planning with practical experience working with some of the largest accounts in FMCG (Reckitt Benckiser, GlaxoSmithKline, Mars), Financial (Mastercard), and Auto (Michelin). 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

HADI (ADV Group)

Moscow, Russia

SENIOR DIGITAL PLANNER

November 2020 – January 2021

- Collaborated with Communications Planners in developing digital strategies and objectives using the data from existing and past campaigns
- Developed, implemented, and negotiated digital media plans, keeping in mind the campaign objectives and operating principles
- Monitored campaigns and coordinated junior planners to ensure that agreed KPIs are achieved or surpassed
- Presented and defended agency recommendations and outputs
- Prepared client reports, presentations, and other official documents
- Delivered and participated in defending of tender plans

Carat (Dentsu Aegis Network)

Moscow, Russia

MEDIA PLANNER

May 2019 – October 2020

- 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 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 client's post-campaign results to provide recommendations on refinements
- Created, presented, and defended media strategies and competitive analyses
- Fostered and maintained positive client and vendor relationships through written and verbal communication
- Managed the invoicing process

MediaCom (WPP)

Moscow, Russia

JUNIOR DIGITAL PLANNER

June 2018 – May 2019

- Collaborated 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
- Ensured advertisements' compliance with the campaign objectives and operating principles on various digital platforms
- 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

Havas Media (ADV Group)

Moscow, Russia

JUNIOR DIGITAL MANAGER

January 2018 – May 2018

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