



Исаева Марина Ширваниевна

Female, 24 years, born on 9 November 1991

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Reside in: Minsk, m. Grushevka

Citizenship: Belarus, work permit at: Belarus

Not ready to relocate, ready for rare business trips

Desired position and salary

Специалист по маркетингу и рекламе

Marketing, Advertising, PR

- Designer
- PR, Marketing Communications
- Online Marketing

600
BYN

Employment: part time, project work

Work schedule: flexible schedule, remote working

travel time to work: any

Work experience —3 years 10 months

June 2015 — till
now
1 year 5 months

ДПД Бел, ИООО (DPD in Belarus)

Minsk, www.dpd.by/

Advertizing expert

Support of a brand with observance of corporate standards

Document flow (coordination of agreements, acts)

Providing with promotional materials, their timely production and distribution

Reporting and accounting of promotional materials

Work with advertizing and PR by the agencies, contractors, media, designers

Work with the media plan, tracking of placement in media and Internet

Accumulating and storage of marketing information

Preparation of information for the corporate website

Accomplishment of functions of the site administrator, filling with information

Filling by information on the company external websites

Reports on exhibitions, shares

Branding of a car

Outdoor advertizing: billboards, signs, poles

Accomplishment of the current tasks

February 2014 —
June 2015
1 year 5 months

Window company

Minsk, <http://miami.by>

Advertizing expert

conducting advertizing campaigns online and offline;

development of prototype designs;
development of the stimulating programs;
market research;
accounting.

October 2013 —
January 2014
4 months

Educational center "Shipaleks"

Minsk, <http://shipalex.com>

the beginning marketing specialist
carrying out marketing researches;
generation of a flow of clients;
development of advertizing products;
filling of the website;
work with contextual advertizing;
accomplishment of other obligations.

April 2013 —
October 2013
7 months

Belarusian state philharmonic

Minsk, philharmonic.by

Editor 2 categories

Carrying out marketing researches, tenders, creation of reports;
contractor interaction concerning development of souvenirs;
document flow.

February 2013 —
April 2013
3 months

ALUTEH

Minsk, www.alutech-group.com/

probationer

Creation of agreements for placement of outdoor advertizing, work with the Minskreklama organization, a copyright for the catalog, analytical work with data.

September 2012 —
September 2012
1 month

Salmon Graphics, advertising agency

Minsk, salmon.by

trainee

Analytical work in MS Excel, handling of questionnaires, creation of the presentations in Power Point, assistance in training of promo-personnel.

Education

Higher
2013

Belarusian state economic university, Minsk

Marketing,
advertizing activities

Professional development, courses

2013

Courses

Shipalex, Seo advance of the websites

Key skills

Languages

Belarusian — native

Additional information

About me

Professional:

negotiating and business correspondence;
understanding of the market of advertizing;
work with documents, execution of agreements;
writing articles on financial and economic subjects (rewriting);
carrying out marketing researches;
creative skills;
bases of the photo and video filming;
ownership of PhotoShop, CorelDraw, Illustrator;
knowledge of MS Office;
work with the office equipment;
there is SMM experience;
POSM development;
work with contractors;
analysis of marketing communications;
control and analysis of the CEO and contextual advertizing;
implementation of e-mail and SMS mailings;
market analysis, target audience.

Personal:

I consider myself responsible and fair. I am fond of fashion, music, the photo and art. I like to laugh.