

Prokhorova Olena

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Project Manager, Marketing Manager

Skills and Achievements

- Involving traffic in social networks through targeted advertising in Facebook and Instagram
- Design business pages in social networks
- Creation of presentations
- Graphic design
- Organizational experience (more than 5 years).
- Experienced project on a turn-key basis.
- Negotiation, attraction and work with partners.
- Experience of speech before wide audience (Ukrainian, English)

Experience

Customer Manager

Feb 2021 - Today

MCFR Ukraine

- Consultation and instruction on the use of electronic professional systems
- Activation of customer access codes into an electronic system
- Work with denials, identification of client dissatisfaction, correction of system failures (in cooperation with IT specialists)
- Permission of the electronic system (extension)
- Working with 1C programm

Project Coordinator (temporary employment)

February 2020 – February 2021

Ubi Farm Trade

- Search and work with the Internet portal development contractor
- Selection of staff for work on an Internet project: Content Manager, SMM Manager, Digital Marketer, Designer, etc.
- Managing work of the department colleagues regarding the calendar content plan, target audience analytics, competitors, selection of themes
- Development of an Internet project promotion strategy

- Adjustment of contacts with experts and leaders of the opinion of various sections of portal
- Working with studio Production for filming of promotional roles for different sections of the portal
- Managing event managers work
- Control observance of strategy and marketing plan
- Together with colleagues creating detailed portraits of the Internet portal target audience
- Creating an affiliate program
- Work with partners for joint events and mutually beneficial cooperation
- Budget planning for six months and monthly
- Work with SEO specialists for correct writing texts and Google Ads configuration

PR Manager of software products (temporary employment)

Dec 2018 - Feb 2020

Inbase.

- Content Creation for Commerce Products
- Working with designer for site and social networking
- Managing and conducting of Webinars about using company products
- Setting up interaction with partners
- Managing offline events along with partners

Head of an event-department

Dec 2016 - Sir 2018

Media PRO

- Managing offline conferences and online webinars.
- Creation and Managing the First Ecological Conference with "Ecology of the enterprise" magazine.
- Involvement representatives of leading Ukrainian and international companies as speakers.
- Calculation of the budget of the event
- Popularization of theme about ecollogical-business and directly thematic edition.
- Working with the team, training of managers, upgrade of the department

PR Manager (temporary employment)

Sep 2017 – Apr 2018

NoWaste Ukraine

- Popularization of Corporate Social Responsibility and environmental issues in business at the expense of motivation of organizations cooperating with.
- Achievements: NOWASTERACE run, which took part more than 300 participants from different companies. Attracting media to the event and support from Kyiv Mayor.
- Organization of work with contractors for collecting and exporting for recycling of secondary raw materials,
- calculation of budget measures and work of sorting stations

Customer Manager

March 2015 - Feb 2017

Lerua Merlen Ukraine / Leroy Merlin

- Working with clients store in the field of interior design and furniture.
Achievements: Create a new project of individual orders of kitchens and arranging hallways and bedrooms.
- Involving new contractors. Managing personal departures to the object with subsequent order support from the calculation of the budget to installation of finished order

Graphic Designer

Mar 2012 - Sep 2015

Lerua Merlen Ukraine / Leroy Merlin

- Design development for external advertising
- Design and layout of the store's product catalog
- Development and design of layouts for internal decoration of shelves and showcases
- Development of price list

Graphic designer

Feb 2011 - Mar 2012

Forbes Ukraine

- Creating layouts for magazine articles
- Photos color correction
- Creating illustrations for magazine articles
- Working with a photo editor for pictures required
- Working with photo banks

Graphic designer

Dec 2006 - Feb 2011

Edipresse Ukraine (VIVA!Ukraine)

- Creating layouts for magazine articles
- Photos color correction
- Creating illustrations for magazine articles
- Working with a photo editor for pictures required
- Working with photo banks

Education

Kyiv National University of Trade and Economy

Faculty of Economics, Management and Law. Advertising Business, Marketing

Languages

English - free
Polish - Basic
Russian - free
Ukrainian - native

Courses, trainings, certificates

Targetologist School of Nata Francis

- DIGITAL MARKETING
- Targeting
- Functional and promotional campaigns
- Site analytics and page in Social Networks
- Work in ADS MANAGER and Business Manager
- Facebook pixel
- Analytics, automation, turbidity

Additional Information

Driver's license

B Category

Computer Skills

Facebook Ads Manager

Facebook Business Manager

Adobe Photoshop

Adobe Illustrator

Microsoft Power Point

MS Office

1C

Freelance and Own Projects

Administration and promotion of the furniture store (attraction of the target audience through targeted advertising, Ads Manager settings, publication on the page, content editing)

https://www.instagram.com/lyovochka_soft_furniture.ua/?hl=uk

Administration and promotion of Lawyer's blog (attraction of the target audience through targeted advertising, Ads Manager settings, publication on the page, content editing)

https://www.instagram.com/anna_uskova.law/?hl=uk