

Subject: кандидат на маркетолога #люблюімахнемогу
From: Iana Gyzhytska <iana.gyzhytska@gmail.com>
To: info@planetakino.ua,dmytro@planetakino.com
Time: 3 декабря 2016 г. 21:00:23 GMT+02:00

Здравствуйте,

Мне очень хотелось бы стать частью того, что так сильно люблю. Поэтому хочу воспользоваться возможностью присоединиться к команде Планета Кино.

Готова тяжело и эффективно работать, а также учиться, учиться и еще раз учиться ради опыта развития одной из немногих Украинских компаний со столь современным бизнес подходом, а главное, столь качественным продуктом и сервисом международного уровня.

Смотрите резюме и, пожалуйста, зовите на собеседование - я расскажу больше и интереснее.

С нетерпением жду обратной связи,

Всего доброго!

Яна Гижицкая

Enclosed: CV

[Facebook](#)
[Instagram](#)
[Behance](#)
[LinkedIn](#)

IANA GYZHYTSKA

25 Y/O (7 JANUARY 1991)
KYIV, UKRAINE

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EDUCATION



ARNHEM BUSINESS SCHOOL
Arnhem, Netherlands

2009 – 2013

INTERNATIONAL BUSINESS & MANAGEMENT STUDIES:

Marketing, Business Communication, Intercultural Management, Research, Sales, Organizational Behaviour, Macroeconomics, Professional Edge, International Enterprise.

Long-term Team Projects:

Developing Business Plan for Start-up, Project Manager
Preparing Operational Plan for Bankrupt Company, Project Manager
Conducting Marketing Research for Deltec Metaal Ltd (NL), Project Manager
Business Management Game, Forecast & Financial Accounting
Developing Business Plan for International Company, Marketing Manager

Extracurricular Activities:

ABS Council, Ambassador
ABS Newsletter, Editor in Chief
Freshmen Mentoring Program, Volunteer



SAN FRANCISCO STATE UNI
San Francisco, CA, USA

2011-2012

BUSINESS STUDIES:

Advertising Theory & Practice, Internet Marketing, Global Strategic Management, New Product Management Seminar, Business in Emerging Markets

Team Projects:

Developing Advertising Plan for TVC Campaign
Hand-made Product Race
Social Media Experience from Marketing Perspective
Emerging Market Economic Analysis: Brazil

LINGUISTIC STUDIES:

Ukrainian Language & Literature, English, French, Polish, Foreign Literature

Extracurricular Activities:

The Lyceum Mirror Newspaper, Columnist
School Parliament, Organization of Events, Functions & Ceremonies

ACADEMIC ACHIEVEMENTS:

Winner of the IBM BUSINESS CONSULTING WORKSHOP, Arnhem Business School
Winner of the TWINFIELD BUSINESS PLAN AWARDS, Arnhem Business School
Golden Medal for HIGH ACHIEVEMENTS IN STUDIES, Lyceum School #7

LANGUAGE PROFICIENCY:

native
fluent / 1998-2012/ IELTS: 7.0/ 2012
fluent
basic/ 1998-2005
basic/ 2005-2008



LYCEUM SCHOOL #7
Vinnytsia, Ukraine

1998-2008



Netherlands, 2011
Netherlands, 2010
Ukraine, 2008



Ukrainian	🍏🍏🍏🍏
English	🍏🍏🍏🍏
Russian	🍏🍏🍏🍏
Polish	🍏🍏🍏🍏
French	🍏🍏🍏🍏

EXPERIENCE



ARTKAI
Kyiv, Ukraine
Feb 16 - Present



NEXTTO
Kyiv, Ukraine
Jul 15 - Jan 16



FREELANCE
Worldwide
Jan 15 - Jun 15



PACK SHOT BOYS
Kyiv, Ukraine
Feb 14 - Dec 14



NDA
Kyiv, Ukraine
Jul 14 - Aug 14



DANONE
Kyiv, Ukraine
Jul 13 - Jan 14



ESCADRA
Kyiv, Ukraine
May 12 - Aug 12



HYATT ZILARA
Cancun, Mexico
Feb 12 - Apr 12



PIZZELLE
San Francisco, USA
Aug 11 - Jan 12

NEW BUSINESS + CONTENT MANAGER // DIGITAL & DESIGN AGENCY // PART-TIME

Market + competition analysis. TA definition + segmentation. Potential clients search. Contact info research methods development + implementation. Integration of contact details into CRM platforms. Content + communication strategies building. Direct email templates creation. Emails writing, distribution + tracking. Landing page copy writing.

MARKETING SPECIALIST + COPYWRITER // TRAVEL APP START-UP// FULL-TIME

Content strategy development, key message definition, promo campaigns building. Landing page idea + copy creation. Email marketing campaigns + content management. Copywriting for web & mobile apps, in-app messages, notifications, buttons. Creating ideas + copy for banners, outdoor ads, creative & technical product descriptions, SM posts, SEO-optimized articles & blog posts, video scenarios, promo contests.

GHOSTWRITER // DIRECTOR'S TVC TREATMENTS WRITING & DESIGN// FULL-TIME

Detailed description & explanation of the director's general vision of a film & his approach towards its shooting process. Presentation of artistic ideas, technical details & marketing implications. Conducting image research, developing design + layout.

BIDDING PRODUCER // FILM, TVC & MUSIC VIDEO PRODUCTION// FULL-TIME

Managing tenders. Negotiating with agents & production houses, communicating and meetings with directors, creative agencies & clients. Conducting directors research + music, video & visuals research. Arranging casting & location scouts, production timing and logistics building. Writing director treatments, translating docs, updating database.

JR. QUALITATIVE RESEARCH ANALYST // MKT RESEARCH & ANALYSIS// PART-TIME

Business problem & research objectives definition. Market + competition analysis. Brand + product study. New research methods tracking. Development of research guidelines. Focus groups monitoring. Processing & analyzing research results. Drawing conclusions and giving recommendations. Preparing client reports + presentations.

JUNIOR MARKETING SPECIALIST // FMCG, DAIRY PRODUCTS MARKET // FULL-TIME

New product concepts development, launch preparation & performance tracking. Market data + competition analysis, management & control of research projects. Package design control & approval, commercial shooting preparation & control. SMM strategy development, control of its implementation & performance. Report + presentation making, organization of events, communication with contractors.

BUSINESS DEVELOPMENT MANAGER // HRM & RECRUITMENT // INTERNSHIP

New service concepts development and promotion. Service naming + description creation. Web-site content generation + translation. Promo materials preparation. Direct emails writing. Business network development + client service management.

SALES & MARKETING ASSISTANT // HOSPITALITY & TOURISM// INTERNSHIP

Eng-Rus translation of sales & marketing materials for print. Assisting with organization of events. Updating prices, sales databases. Managing reservation docs + reports. Meeting travel agents and giving resort tours for clients. Visiting sales conferences.

CASHIER & WAITRESS // ITALIAN CUISINE DINER// PART-TIME

Cash register operations. Goods, drinks & packaging orders placement + stock management. Customer service, new employees training, phone orders reception. Discount policy development. Writing posts for the diner's SM pages.