

Anton Dolhov

Strategist



EDUCATION

- Kyiv National University of Culture and Arts, 2014-2015
Master of Advertising
- Kyiv National University of Culture and Arts, 2010-2014
Bachelor of PR & Advertising

COURSES & CERTIFICATIONS

- Mini MBA in Marketing, Marketing Week, 2022
- Brand Management: Aligning Business, Brand and Behaviour, University of London/Coursera, 2022
- Mentored Strategy Course STRATDIR, 2021
- Facebook Certified Creative Strategy Professional, 2020

SKILLS

- clients briefing, debriefing
- category research and trend watching
- CDJ modeling
- audience research: quals and quants
- holistic brand model building: brand purpose, benefit ladder, RTB, TOV, archetype
- communication goals setting, defining key messages, barriers, channels, and KPIs
- creative briefs development
- presentations, and pitching

LANGUAGES

- Ukrainian - Advanced
- Russian - Advanced
- English - Upper-Intermediate

EXPERIENCE

Institute of Cognitive Modeling, Strategist

09.2021 - NOW

- designing and implementing strategic briefs and frameworks
- research conducting and interpreting results
- brand and communication strategies from scratch. Clients from Crypto, Government, NGO, Real Estate

SKLO (part of Fedoriv Group), Co-Founder and Strategist

11.2020 - 05.2021

- go-to-market strategy for the new video production
- client's business research (4P, SWOT, PEST)
- brainstorming and strategic sessions
- audience research (CJM, JTBD, in-depth interviews, surveys)
- category research (Similarweb, Google Trends)
- Value-based brands positioning
- creative briefs for designers, copywriters, and SMM managers

Optimum Media OMD Group, Senior SMM Manager

08.2018 - 09.2020

- SMM strategies development and implementation
- content making, posting, and KPIs measuring for Renault, Huawei, Beko, Sony, The Laughing Cow, Honor, Miele
- tenders offerings
- project management, interacting with the team of designers, writers, PPC-managers
- monthly analysis and reporting
- community management and moderation

PHONE

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SOCIAL

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