

Geraskina Lana



Graphic designer

Full time, remote

Birthday: 09 March, 1986

City: Ukraine, Kryvyi Rih

Contact information

Phone number: + 38 097-928-38-88

Email address: info.geraskina@gmail.com

Social network: [linkedin.com/in/lana-geraskina-1396609a](https://www.linkedin.com/in/lana-geraskina-1396609a)

Work experience

Graphic designer-copywriter

from 15.12.2018 to 24.02.2022 (3 years, 3 months)

Survival & Special Training Tactics Center «SEAL», Kyiv

Development and organization of advertising campaigns. Development of a marketing strategy and organization of the company's participation in international exhibitions and conferences:

- selection and booking of exhibition space
- development of a design project of an exhibition stand
- coordination of technical documentation
- organization of installation / dismantling of the exhibition stand
- design development of corporate clothing, promotional materials, etc.
- organization of personnel work at the exhibition stand.

Development of design - layouts for polygraphy. Writing promotional articles. Website redesign, filling it with content, maintaining and developing the company's public pages in social networks (Facebook, Instagram, LinkedIn), creating promotional videos.

Commercial Director

from 09.05.2017 to 10.11.2018 (1 year, 7 months)

LLC "Sprut Security", Kryvyi Rih

Organization of commercial and production activities of a security agency:

- customer search, conclusion of contracts and negotiations
- conflict resolution with clients, purchase of equipment
- development and organization of advertising campaigns.

Commercial Director

from 01.09.2014 to 04.05.2017 (2 years, 9 months)

LLC "Fort Security Agency", Kryvyi Rih

Organization of commercial and production activities of a security agency from "A" to "Z":

- negotiation and conclusion of contracts, management and accounting of contracts
- work with receivables, conflict resolution with clients
- purchase of equipment, preparation of estimates for the installation of technical security equipment at facilities

- inspection of objects and drawing up acts indicating shortcomings in technical strength and equipment at the facility with recommendations for their elimination
- conducting production briefings for personnel: mobile groups, monitoring station operators, installers.

Marketing director

from 29.06.2012 to 01.09.2014 (2 years, 4 months)

Private security company "Megabyte", Kryvyi Rih

Formation and implementation of the marketing policy of the security agency. Monitor marketing activities and competitor prices. Development, organization and implementation of advertising campaigns, work with clients, conclusion of contracts.

Commercial Director

from 17.01.2011 to 01.09.2014 (3 years, 9 months)

Private security company "Megabyte", Kryvyi Rih

Search for new objects. Negotiations, conclusion of contracts. Support of concluded contracts until their full signing by the parties. Control of payment from "Customers" for security services under concluded contracts.

Head of advertising department

from 01.02.2009 to 01.09.2014 (5 years, 8 months)

"Motor Taxi", Kryvyi Rih

Development and organization of advertising campaigns, advertising on billboards, radio, media. Development of prototypes and design layouts of the site; development, content and control of the state of the company's website. Company vehicle branding.

Designer

from 10.02.2008 to 01.02.2009 (1 year)

Advertising agency "Armaks", Kryvyi Rih

Development design layouts for printing and outdoor advertising. Creation of logos and corporate identity. Work with clients.

Education

Krivoy Rog State Pedagogical University

Specialty: design and advertising (faculty - artistic and graphic)

Master's degree, from 2003 to 2008

Language proficiencies

- Ukrainian/ Russian – Fluent
- English - Elementary

Skills

- Adobe photoshop, Adobe illustrator, Corel draw, Adobe After Effects (basic level), VideoPad