



Marina Dubnytska

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Personal Details

First name: **Marina**
Last name: **Dubnytska**
Gender: **Female**
Birth date: **03.05.1990**
Citizenship: **Ukraine**
I live in: **Sofia/Bulgaria**

Work Experience

Period: **August 2021 - till now**
Job Title: **Product manager for sanitary ware products**
Company/Organization: **CERSANIT GROUP**
Business sector: Manufacturing
Location: Kyiv, Ukraine
Company size: above 300
Main activities and responsibilities: Duties and responsibilities:

- Market research and analysis
- Assortment management
- Pricing policy
- Sales forecasting and inventory planning
- Launching and adapting new products
- Writing and conducting internal and business partner presentations

Period: **September 2016 - July 2021**
Job Title: **Brand manager for cosmetic products APIVITA, SVR, ITEM**
Company/Organization: **SDM Pharma**
Business sector: Trade
Location: Kyiv, Ukraine
Company size: 50 - 100
Main activities and responsibilities: Duties and responsibilities:

- Market research and analysis
- Assortment management
- Pricing policy
- Sales forecasting and inventory planning (yearly and bi-monthly)
- Launching and adapting new products
- Marketing strategy and planning
- Budget planning for marketing
- Writing and conducting internal and business partner presentations
- POS materials creation and adaptation
- Social media marketing
- Conception and development of digital brand campaign
- Brand website design and content writing

Period: **March 2014 - August 2016**
Job Title: **Brand manager assistant for cosmetic products URIAGE, ITEM**

Company/Organization: **SDM-Pharma**

Business sector: Trade

Location: Kyiv, Ukraine

Company size: 50 - 100

Main activities and responsibilities:

- Translation of presentations and advertisements from English into Ukrainian and Russian
- Organization of trainings and conferences
- Organizing and taking part in brand PR-campaigns
- Preparing quarterly and annual marketing activity reports
- Participation in development and implementation of trade marketing activities
- Writing and approving of Facebook content and corporate website
- Assisting the field force and sales management teams

Period: **July 2013 - March 2014**

Job Title: **Account manager for trade magazines**

Company/Organization: **MCFR**

Business sector: Trade

Location: Kyiv, Ukraine

Company size: 100 - 300

Main activities and responsibilities: Duties and responsibilities:

- Searching for and engaging new clients
- Management of client database
- Conducting presentations by phone
- Preparation of commercial offers

Period: **January 2013 - May 2013**

Job Title: **Marketing manager (internship)**

Company/Organization: **IZOBUD**

Business sector: Architecture and construction

Location: Kyiv, Ukraine

Company size:

Main activities and responsibilities: Duties and responsibilities:

- Maintenance of construction materials exhibition
- Preparing and conducting marketing research

Education

Period: **September 2008 - June 2013**

Level: Master's degree

School: **Marketing management, Kyiv National Economic University**

Location: Kyiv, Ukraine

Languages

Mother tongue: **Ukrainian**

	Comprehension	Speaking	Writing
Russian	Fluent	Fluent	Fluent
English	Fluent	Fluent	Fluent

Skills

Computer Skills: **Computer programs skills: Microsoft Office (Excel, Power Point), 1C, upper intermediate level**
Photoshop skills, beginner level

Skills: **Strong presentation skills, 7 years**
Launching new products, 5 years
Brand website design and content writing, 1 project
Teamwork skills
English language proficiency

**Creating advertising materials
Forecasting and inventory planning**

Managed people: **Yes (2)**

Driving License: **Yes**

Categories: **B**

Additional Courses and Certificates

Additional Courses: Negotiation skills training, Cersanit Group, 2022

Course of marketing, brand management, advertisement and PR
Educational platform "Svobodnaya", Kyiv, 2019.

Multi-channel promotion of OTC brands
School of Managers "STAFF ALLIANCE", Kyiv, 2019.

Greenwich School, English language course
Kyiv, 2018-2019

Greenwich School, Business English language course
Kyiv, 2016-2018

American English Center, English language course
Kyiv, 2012-2014

Additional Details

Desired job: Brand manager/Product manager for beauty or personal care brands

I may accept relocation offers for: Other countries