

DARIA LOBANOVA

PR & MARKETING

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Warszawa, Mazowieckie



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LANGUAGES

English - fluent;
Polish - A2;
Ukrainian, Russian - bilingual

SKILLS

- Marketing Strategy
- Team Leadership
- Social Media Marketing
- Content Marketing
- Search Engine Optimization
- Meta/ LinkedIn Ads campaigns
- Google Ads
- Google Analytics
- Canva
- Divi for WordPress

EDUCATION

MARKETING STRATEGY

SMStudy
2021

INBOUND MARKETING CERTIFICATION

HubSpot Academy
2021

EXTERNAL AND INTERNAL CRISIS COMMUNICATIONS

RFSL
2018

PHD IN PHARMACY

National University of Pharmacy
2016 - 2018

MD IN PHARMACEUTICAL MANAGEMENT & MARKETING

National University of Pharmacy
2009 - 2015

PROFILE

Smart, skilled and rational specialist in the field of PR & Marketing, with 5+ years of solid experience in the development of communication strategies, work with national and regional media, campaigns in social media, management of ad campaigns, the establishment of partner communications and community management, project implementation management, etc.

EXPERIENCE

MARKETING TEAM LEAD

Corewide LLP
2021 - Present

- Building marketing processes from scratch
- Development and realisation of marketing strategy
- Inbound & Content Marketing, SMM
- Crafting and running Ads campaigns
- Research & Analytics

PROJECT COORDINATOR

Savchook Publisher
2020 - 2021

- Coordination of the project in collaboration with the Ukrainian Cultural Foundation
- Development and realisation of communication strategy
- PR, work with national and regional media
- SMM, crafting and running Ads campaigns

PROJECT COORDINATOR

NGO "Arabesky theater"
2018 - 2020

Organizational and PR coordination of theater performances, workshops, educational events for cultural managers, and the international theater festival "1919-2019. Kulish. Kurbas. Shakespeare".

FOUNDER

NGO "Dorothy's friends"
Since 2016