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Date of birth: 25.05.1979

Nationality: Ukraine



Career goal

Founder, CEO & Creative director International Marketing & Design Studio IMDS

Work experience

02/2022 - present

Expert & Mentor of Prague Civil Society Centre

Prague Civil Society Centre <https://www.praguecivilsociety.org/> - Prague, Czech Republic

Programme Development and holding own workshop or programme on Strategic Communication under the auspices of the Prague Civil Society Centre.

09/2021 - present

Visiting Professor V. N. Karazin Kharkiv National University

KARAZIN BUSINESS SCHOOL V. N. Karazin Kharkiv National University <http://kbs.karazin.ua/> -

Lecturer, Programme on Marketing Communications

Lecturer, Programme on Marketing Services

08/2021 - present

Invited Expert & Mentor of Social Projects - Social Entrepreneurship Accelerator; Crowdfunding Platform "y City"

UKRAINIAN SOCIAL ACADEMY <https://social-academy.com.ua/en/> with support of RENOVABIS FOUNDATION <https://www.renovabis.de/>; crowdfunding platform "y City" <https://mycity.one> -

Providing mentorship to entrepreneurs with social oriented businesses - how to improve their marketing strategy planning, develop brand & communication strategy, find their tone of voice and proper market segment.

Provides guidance, advice, feedback, and support to the mentee.

Provides encouragement and assists the mentee in upgrading professional development activities

05/2014 - present

Founder, CEO & Creative Director

IMDS / International Marketing & Design Studio - Kharkov, Ukraine

More than 15 years experience in marketing direction, high level of expertise allowed me to start the independent consulting and establish my own creative business - Int. Marketing & Design Studio / IMDS. Since 2014 I have been working with a plenty of International & National companies, Startups from different branch of activity and category of occupation all over the World - New York, Singapore, Brazil, South Africa, Czech Republic, Ukraine, Moscow etc.

Develop Brand Strategy, Marketing Communications, Creative Concepts based on in-depth marketing research using advanced methods as Jobs To Be Done, Mental maps and Archetypes etc.

Search for insights to build Brand Idea, Positioning, Values, Product & Communication Strategy. Market segmentation by Mark Sherrington's «5W», Creation a typical User Profile, Customer journey map.

Conceiving and implementing concepts, guidelines and strategies in various creative projects and overseeing them to completion.

Develop Brand Naming, Slogan - Key Messages.

Directing and motivating own creative team of high-level designers, Illustrators, motion-designers. In collaboration with creative team generate concepts and develop Branding - Visual Identification, Logo & Brand Identity, web design, social media design, 2D animation explainers video.

We worked for Jhonson&Jhonson, Heineken Group, OSCE (Organization for Security and Co-operation in Europe), L'Officiel Voyage, Braun, William Lawson's, IDS Borjomi etc.

Develop Brand Strategy & Create Branding for wide variety of market segments - Development & Construction Companies, IT, Cryptocurrency, Carbon Credits, Green Ecology, Biomedicine, Medical Clinic, Dental Clinic, Restaurants & Food Industry, Confectionery factory, Beer Company, beauty & Fashion Industry, Educational projects, Art Festivals, and even Rock Groups)

08/2012 - 05/2014

Director of Marketing and Communication Department

"TORPAL" - Kharkiv, Ukraine

Director of Marketing and Communication Department of the enterprise - manufacturer of commercial equipment in segments of Fashion retail, food, non-food. Providing guidance marketing department by evaluating and developing marketing strategies, planning and coordinating marketing efforts, communicating the marketing plans to those involved, and building awareness and positioning for the company's brands. Researching demand for products and services.

Competitor research. Identifying potential customers. Working with sales department to develop pricing strategies to maximize profits and market share while balancing customer satisfaction. Developing and managing advertising campaigns. Building brand awareness and positioning.

Supporting sales and lead generation efforts. Coordinating marketing projects from start to finish. Organizing company conferences, trade shows, and major events.

Overseeing social media marketing strategy and content marketing.

12/2010 - 08/2012

Brand Director

Taifun-2000 Ltd <http://www.piknik-menu.ua/en> - Kharkiv, Ukraine

Provide innovative leadership in creating an organization's brand strategy TM "Picnic Menu" etc. , including developing long-term goals and an annual operating process. Manage and provide guidance on new product development with essential stakeholders to ensure customer needs are met.

Managing promotional spending, overseeing personnel on a brand team and fostering collaboration, and working with business development to create streamlined marketing programs. Coordinate and execute strategies designed to meet organizational goals, including margin enhancement and revenue generation. Managing organizational activities like trade shows, product presentations, and customer-sponsored events.

Working under product design in collaboration with design studios, creating & managing advertising campaigns, trade-marketing and merchandising standards price positioning.

- 10/2004 - 11/2010 **Head of Advertising Division PR Department**
UBC-group <https://www.beer-co.com/en/> - Kharkiv, Ukraine
 Development of the marketing project – International Analytical Edition "Beer Business" B2B segment. Sales and promotion of the Edition to the international markets /EU countries/, conducting presentations, meetings, negotiations with foreign partners, advertising sales strategy development.
 Marketing research, development and maintenance of advertising campaigns, POS materials, creative advertising concepts, content of the company's website, writing press releases.
 Organization and participation at major international specialized exhibitions /DRINKTEC-INTERBRAU Munich; BRAU BEVIALE, Nuremberg etc.).
- 01/2002 - 09/2006 **University Lecturer in Corporate Governance, Management, Human Resource Management, Practical English**
Kharkiv National University of Economics - Karkiv, Ukraine
 University Lecturer in Corporate Governance, Management, Human Resource Management, Practical English
- 09/2001 - 06/2005 **Research Associate of International Relationship Departments**
Kharkiv National University of Economics - Kharkiv, Ukraine
 Development of joint projects Kharkiv National University of Economics (Ukraine) and St. Thomas University (Minnesota, USA);
 Organization of an Economic Forum (Accels project);
 Coordinator, Kharkiv National University of Economics and University of Lyon Lumiere-2 (France)

Education

- 2004 **Postgraduate studies "Economics, organization and management of the enterprise"**
Kharkiv National University of Economics
 Research topic: "Socio-economic conditions for the formation of the joint-stock company labor potential"
- 2001 **International Economic Relation**
Kharkiv National University of Economics

Training

- 2021 **CONSUMER MARKETING: A HUMAN-ORIENTED APPROACH TO STRATEGY CREATION. METHOD -JOBS TO BE DONE**
«BAHAZH» SCHOOL OF MARKETING AND COMMUNICATIONS
<https://baggage.school/>
- 2021 **Social Entrepreneurship Accelerator**
UKRAINIAN SOCIAL ACADEMY <https://social-academy.com.ua/en/> with the support <https://www.renovabis.de/> of the RENOVABIS FOUNDATION
- 2020 **Motion design beast**
<https://motiondesign.school>

Languages

Russian	Oral: Native language Written: Native language
Ukrainian	Oral: Native language Written: Native language
English	Oral: Fluent Written: Fluent
French	Oral: Basic knowledge Written: Basic knowledge