Alina Skurativska



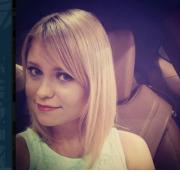
August 25, 1983



alsku2508@gmail.com From: Ukraine, Kyiv



+34 697788991 Located: Spain, Barcelona (NIE, TIE)





WORK EXPERIENCE

Marketing Communication Manager
 SEAT & CUPRA Centre Kyiv (Official dealer of SEAT & CUPRA cars in Ukraine)

Jun'2021 - Feb'2022

Responsibilities:

- Marketing & PR strategy;
- planning & budgeting;
- ATL & BTL campaigns;
- SMM (Facebook, Instagram);
- media planning;
- PR strategy and communication to media;
- · preparation of press-releases;
- Google Ads, Facebook Lead Ads;
- · company web-site support;
- · content making, video & photo shootings organizing;
- cooperation with agencies, influences, photographers.

Marketing Manager

LLC "Porsche Ukraine" (Official distributor of Volkswagen, Audi, SEAT & CUPRA cars in Ukraine)

Dec'2019 - Feb'2021

Responsibilities:

- SEAT brand strategy;
- planning & budgeting;
- ATL & BTL campaigns (concept development, briefs, guidelines preparation, results and effectiveness analysis);
- media planning (Internet, Radio);
- PR strategy and communication to media;
- · preparation of press-releases;
- Google Ads, Facebook Lead Ads;
- support and administration of web-site <u>www.seat.ua</u>;
- SMM:
- support of dealers' activities in Ukraine;
- control of SEAT media cars, organization of test-drives for mass media and opinion leaders.

Jaguar & Land Rover Communication Manager

LTD "Winner Imports Ukraine", Kyiv (Official distributor of Ford, Jaguar, Land Rover, Volvo, Porsche, Bentley cars in Ukraine)

Dec'2018 - Jul'2019

Responsibilities:

- Jaguar & Land Rover brand strategy development and implementation in Ukraine;
- quarterly and yearly planning, budgeting;



EDUCATION:

Institute of International Relations of Taras Shevchenko National University

2001 - 2006

International Business Faculty Specialization: International Marketing, English language interpreter

Fachhochscule Merseburg (Germany)

Sep'2004 - Dec'2004 Specialization: Marketing & Advertising Official certificate in Marketing, English language, German language



HARD SKILLS:

- Microsoft Office
- 1C
- Google Analytics
- Valid driver license: category "B"



LANGUAGES:

English Fluent

Ukrainian Native Spanish A2

- marketing campaigns ATL & BTL (concept development, briefs, guidelines preparation, cooperation with dealers, control and realization, results and effectiveness analysis);
- media planning (OOH, Print, Internet, Radio, SMM);
- · PR strategy and communication to media;
- · preparation of press-releases;
- organization of media and opinion leaders' participation in global events;
- · organization of local BTL activities;
- support of web-sites <u>www.jaguar.ua</u> and <u>www.landrover.ua</u>;
- · support of dealers' activities in Ukraine;
- · analysis of conducted activities and reporting;
- control of Jaguar and Land Rover media cars, organization of test-drives for mass media and opinion leaders.

Advertising & PR Senior Specialist (Lexus brand)

CFI "Toyota-Ukraine", Kyiv (Toyota & Lexus cars official distributor in Ukraine)

Dec'2010 - Nov'2018

Responsibilities:

- · Lexus brand strategy in Ukraine development and implementation;
- forming of Lexus brand image in Ukraine;
- ATL: Lexus advertising campaigns, results analysis;
- media-planning;
- communication and cooperation with advertising agencies;
- organization of BTL events: image events, integration in partners' events, launches of new Lexus models in Ukraine:
- PR-strategy for Lexus brand in Ukraine, communication with mass media (lifestyle and automobiles magazines), communication with opinion leaders and development of special projects;
- organization of press-tours for lifestyle and automobiles magazine's editors-in-chief;
- communication with dealers and control of Lexus dealer's' ATL & BTL activities:
- · support of web-site www.lexus.ua and SMM;
- control of Lexus media cars, organization of test-drives for mass media and opinion leaders.

Advertising & PR Senior Specialist (Toyota brand) CFI "Toyota-Ukraine", Kyiv

Dec'2007 - Dec'2010

Responsibilities:

- development and realization of marketing strategy for official dealer center;
- media-planning;
- organization of advertising campaigns and results analysis;
- cooperation with agencies;
- organization of Toyota new models presentations for current and potential customers;
- PR-strategy of official dealer center and communication with mass media;
- · support of dealer web-site;
- preparation and placement of press-releases.



COURCES:

- Digital Marketing. 3 months offline courses (UA Master agency);
- Customer centric approach (Winner Colleague);
- The principles of management (Winner Colleague);
- Effective communications training (Trainings for business agency);
- Strategic thinking (Sumitomo Corporation online courses, 3 months);
- Smart decisions making (Sumitomo Corporation online courses, 3 months);
- Time-management training (Trainings for business agency).