



# Alina Skurativska

 August 25, 1983

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## 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, influencers, 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 [www.seat.ua](http://www.seat.ua);
- 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

**Fachhochschule 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 [www.jaguar.ua](http://www.jaguar.ua) and [www.landrover.ua](http://www.landrover.ua);
- 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](http://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.



## COURSES:

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- **Digital Marketing. 3 months off-line 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).