



HALIEIEVA DARYNA

PERSONAL PROFILE

I am 24 y.o. and a real creative team player a team player. I have experience with different markets and in times of war. Marketing during the war is a quick change of strategy, adaptation to the new needs of the consumers and the situation in the country. Understanding new sales factors forces you to quickly update portfolio and launch new brands. I would be very interested to try to work with UK market, learn new things and share my experience. So my motto is "If you never try, you will never know".

GET IN TOUCH

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SOCIAL MEDIA

 fb.me/dashaka31
 [@galee.va](https://www.instagram.com/galee.va)

SKILLS

- High adaptability & flexibility
- Confident user of programs: Nielsen, QlikView, Effie, 1C
- Project management skills
- Marketing tools knowledge
- Analytics (creating reports & data analysis)
- Understanding principles of the FMCG market in Ukraine, Moldova
- MS Office advanced user (including think - cell)

ACADEMIC BACKGROUND

National Aviation University (2019 - 2020)

Master's degree :
Administrative management in information protection

National Aviation University (2015 - 2019)

Bachelor's degree :
Information security management

The Wharton School of the University of Pennsylvania (2019)

Online course (Coursera);
Introduction to Marketing

WORK HISTORY

Brand Specialist

Carlsberg Ukraine, October 2021 - Now

- Working with TM "Lvivske", "Arsenal", Regional TM & Moldova market)
- Responsible for the document flow&taking part in preparing estimation budgets on the part of the brand team (including accruals and cost analysis)
- Developing creative materials with agencies (from idea to final result) (POSM, redesign of brands, TV&Digital materials, etc.)
- Sponsorship assisting for Lvivske (one of the biggest beer brands in Ukraine)
- Performance analytics of new launches and big brands to track and improve it
- Competitors analytics and tracking of launches
- Preparation of presentations (report of the campaign, competitor, etc)
- Co - work with different departments, and regions
- Taking part in launching new SKU, Brand and preparing 360 campaign
- Preparing of TV&Digital support of brands in Ukraine&Moldova
- Preparing P&L with other departments
- Development and preparation of new concepts for launch
- Taking part in rebuilding our portfolio during war & fast launch of new products
- Leading projects as preparing portfolio for e-com, updating labels due to the law, etc.

Marketing intern (Snacks category)

PepsiCO Ukraine, September 2020 - August 2021

- Working with TM "Lay's", "HrusTeam", "Cheetos"
- Responsible for the document flow on the part of the brand team (including accruals and cost analysis)
- Preparing creative materials with agencies/ designers and their finalisation/ approval (POSM, redesign of portfolios of the two brands, articles, TV&Digital materials, etc.)
- Handling sponsorships requests (analysis, calculation of the budget and the cost of one contact, discussion of the possibilities of brand representation, etc)
- Preparation of daily, weekly and monthly reports on key indicators
- Competitors analytics (SOM, promo, TV & Digital campaigns, etc)
- Preparation of presentations (report of the campaign, competitor, etc)
- Co - work with different departments (R&D, Sales, DX, Insights)
- Taking part in launching new SKU, Brand and preparing 360 campaign

Social Media Manager

Easy People (University Project) | January 2020 - March 2020

- Create content on social media
- Create social media strategy
- Communicate with followers

Shop assistant

Stop&Shop, Massachusetts, USA | summer 2018
(Work&Travel program)

- Dealing with customer complaints
- Planning ahead for the customer's needs

Hostess / animator / moderator

PZTV Corporation | August 2017 - August 2020

- Communication with people
- Coordination of people at event
- Creating a festive atmosphere
- A lot of improvisation (problem-solving and multitasking skills)