



# ALINA BULYZHKO

## CONTACT DETAILS

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Tel: +32494322422

Place of residence: Ghent, Belgium

Nationality: Ukrainian

## SUMMARY

Young marketing professional experienced in analytics and marketing project management. Embrace data-driven approach to solving business problems and possess a good grasp of digital marketing tools. Have a sound educational background in strategic marketing and mathematical modeling.

## PROFESSIONAL SKILLS

### Language skills:

- English - fluent
- Ukrainian, Russian - native

### Technical skills:

- MS Excel & PowerPoint - advanced
- SPSS, MS Access - competent
- Google Ads & Google Analytics - basic

### Standardized tests:

- IELTS - 7.5 (C1)
- GMAT - 610

## INTERESTS AND HOBBIES

- Traveling & exploring new places
- Solving analytical problems
- Healthy nutrition

## PROFESSIONAL EXPERIENCE

### GfK (global market research consultancy), Belgium (07/2022)

#### Student Internship | Consumer Panel

- Prepared the annual report (50+ pages) about market developments and insights for clients.

### Lactalis Ukraine (part of Lactalis group - global leader in the dairy industry), (06/2018 - 09/2021)

#### Marketing Specialist (09/2019 - 09/2021, part-time and full-time)

- Coordinated a cross-functional project team of R&D, Production, Finance, and Sales to launch Lactonia Immun+® product innovation.
- Achieved a steady increase in reach and engagement of Lactonia® Instagram channel by supervising content planning and creation.
- Established a new method for measuring the sales effectiveness of media campaigns excluding promo activity.
- Supported the preparation of marketing plans and received positive feedback from my manager.

#### Junior Marketing Analyst

##### (06/2018-08/2019, part-time)

- Developed new analytical dashboards to track the performance of new launches and key products.
- Translated the results of a questionnaire about the perception of Fanni® product innovation into concrete conclusions and recommendations.
- Facilitated management decision-making process by preparing regular sales reports and ad-hoc analyses on brand performances.

## EDUCATION

### Ghent University, Belgium

#### (09/2021-09/2022)

#### MSc in Business Economics: Marketing

- Obtained full financial aid scholarship for international students (Master Mind scholarship).
- Examples of projects delivered: strategy case in preventive healthcare for healthcare consultancy; digital marketing strategy for foodtech startup.
- Grade: Summa Cum Laude

### Kyiv National Economic University named after Vadym Hetman, Ukraine

#### (09/2016 - 06/2020)

#### Bachelor in Economic Cybernetics

- Obtained an academic scholarship for the top 5% of students in the semester (2017- 2020 AY).
- Winner of the student conference "Innovative Ukraine: creative ideas and projects" with the report about multi-criteria methods and models in marketing (2019).
- Diploma with honors (GPA 97.1/100).