



ALINA BULYZHKO

CONTACT DETAILS

E-mail: alina.bulyzhko@gmail.com
LinkedIn: [Alina.Bulyzhko](#)
Tel: +32494322422
Place of residence: Ghent, Belgium
(open to remote work in EU)

SUMMARY

Young marketing professional experienced in brand management with strong analytical skills. 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
- Dutch - basic (learning)

Technical skills:

- MS Excel & PowerPoint - advanced
- Google Analytics - competent
- Meta & Google Ads - basic

Standardized tests:

- IELTS - 7.5 (C1)
- GMAT - 610

INTERESTS AND HOBBIES

- Traveling & exploring new places
- Healthy nutrition
- Pole dance

PROFESSIONAL EXPERIENCE

GIMMY Products (startup in the field of food supplements), Belgium (01/2023 - 04/2023)

Internship | Digital Marketing Assistant

- Develop, test, and execute affiliate and influencer marketing strategies and campaigns.
- Assist in paid social media campaign management and email marketing management.
- Build automated reports on marketing KPIs (such as traffic, costs, conversions, retention), incorporating data from different sources.

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)

Junior Brand Manager (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.
- Supervised content planning and creation for Lactonia® Instagram channel to achieve a steady increase in reach and engagement.
- Enabled broader brands' communication support via digital channels by showcasing competitors' digital media activities.
- Supported the preparation of marketing strategies & 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).