

# ANNA BALYCHEVA

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## OBJECTIVE

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To leverage my extensive experience in marketing and project management to drive strategic growth and profitability for a dynamic organization in the telecom, finance, FMCG, automotive, pharmaceuticals, or related sectors. I am adept at formulating and executing comprehensive strategies, combining a systematic approach with strong leadership skills. My focus extends beyond digital business indicators, encompassing top-line growth and global recognition of projects, thereby contributing to the company's success on a global scale.

## SKILLS & ABILITIES

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1. 15 years of experience in marketing disciplines, including ATL, BTL, integrated projects, trade marketing, digital, production, event organization, and celebrities/influencers managements.
2. Proficient in developing and implementing internal corporate marketing strategies to enhance brand visibility and drive employee engagement.
3. Proven track record of developing and executing strategies to promote products and brands, overseeing the full project lifecycle from inception to implementation.
4. Skilled in strategic, medium-term, and annual planning, coupled with budgeting expertise to optimize resources and achieve marketing objectives.
5. Proficient in analyzing sales data and evaluating the effectiveness of advertising campaigns, enabling data-driven decision-making, and enhancing marketing performance.
6. Successfully led the launch and promotion of new products, utilizing comprehensive marketing strategies to drive awareness, engagement, and sales.
7. Proficient in various marketing channels, including outdoor advertising, press advertising, PR activities (TV advertising, press releases, video reviews, expertise, press conferences, press tours), and social platforms (VK, OK, FB, Instagram, YouTube).
8. Demonstrated expertise in influencer and celebrity marketing, encompassing the end-to-end process from identifying suitable talents to managing contracts and collaborations.
9. Proficient in utilizing a range of internet marketing tools and techniques to establish effective customer communication channels and drive engagement.
10. Successfully led and managed teams of up to 19 subordinates, excelling in personnel selection, adaptation, motivation, talent pipeline development, and creating highly effective groups.
11. Skilled in team building, training, and leading teams to success, utilizing a coaching approach to foster growth and achieve exceptional results.
12. Proven ability to build and maintain effective relationships with external partners and contractors, facilitating collaborative and mutually beneficial engagements.

## EXPERIENCE

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07.2014 – Present

Business Director, *McMann World Group, Warsaw, Poland*

- Successfully managed project teams, overseeing 19 people in direct subordination and up to 30 functional team members, while executing projects in Russia, Poland, and France.
- Demonstrated expertise in various project areas, including ATL, BTL, integrated projects, digital marketing, trade marketing, production, and event organization.
- Led the selection, contracting, and ongoing maintenance of celebrities and influencers for long-term collaborations.
- Effectively managed key client relationships, including L'Oreal brands, Mastercard, Castorama, Nestle, Multon, J&J, OBI, and Microsoft.
- Displayed strong leadership skills in selecting, adapting, training, and coaching the team to foster professional growth and achieve outstanding performance.
- Directed project management activities, including conceptual development, customer coordination, and project implementation control.
- Spearheaded budget formation and executed meticulous control to ensure budget adherence.
- Maintained a high level of quality control to meet and exceed customer expectations.
- Successfully attracted new clients and fostered the growth of existing ones through comprehensive client support, active participation in tenders, and securing new projects.
- Analyzed management reporting and performed budgeting activities for teams, ensuring accurate financial tracking and reporting
- Achieved consistent career growth from Account Director to Business Director, reflecting exceptional performance and leadership abilities.
- Consistently met and exceeded budget KPIs on an annual basis, regardless of external market conditions or challenges.
- Fostered a supportive and development-oriented environment, resulting in minimal turnover within the department and facilitating significant career growth for team members, including promotions to Account Director positions and the establishment of new divisions.
- Successfully executed numerous large-scale projects involving renowned celebrities such as Svetlana Khodchenkova, Pavel Derevyanko, Marina Alexandrova, Philip Kirkorov, Nikolay Baskov, and others.
- Pioneered the development of a new digital business domain, implementing innovative business processes and restructuring the staff to optimize strengths and leverage development potential.

06.2006 – 12.2013

Group Account Director, *Adventa Lowe, Kyiv, Ukraine*

- Successfully executed projects utilizing various mechanisms, including BTL, ATL, and integrated projects, along with event organization.
- Effectively managed project teams, overseeing 7 individuals in direct subordination.
- Demonstrated expertise in managing key client relationships, including Kyiv Star, Djuice brand (telco), Unilever, J&J, Mastercard, Fokstrot, Mojo, Sarmat, AIDS, Gorilochka, Jako.
- Led the preparation of tender proposals and confidently presented them to clients, securing new projects and business opportunities.

- Oversaw project management activities from initial approvals to successful project completion, ensuring adherence to timelines and deliverables.
- Developed comprehensive plans and closely monitored budget compliance to optimize resource allocation and financial efficiency.
- Conducted detailed project analytics, identifying areas of improvement, and implementing optimizations to enhance project efficiency.
- Demonstrated remarkable career growth, progressing from an Account Manager to a Group Account Director, reflecting exceptional performance and leadership abilities
- Consistently met and exceeded budget KPIs monthly, showcasing strong financial acumen and a results-driven approach.
- Successfully formed a pool of top celebrities and forged partnerships with them specifically tailored for the Telco business segment, leveraging their influence to drive brand visibility and market success.

## EDUCATION

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2007

Bachelor's degree in Marketing, *Kiev National Economic University – Vadim Hetman, Kyiv, Ukraine*

## COMMUNICATION

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English – C2

Russian / Ukrainian – Native