



Sereda Yana

Female, 34 years, born on 16 February 1986

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LinkedIn: <https://www.linkedin.com/in/yana-sereda/>

Facebook: <https://www.facebook.com/jana.sereda>

Another site:

<https://reflecreator.journoportfolio.com/?fbclid=IwAR1gNU0jQLBE0lio8z2btlc6SguG8Kb8-7yqisKBj7IMnZSKWNGLiIK0s>

Reside in: Kyiv

Citizenship: Ukraine, work permit at: Ukraine

Ready to relocate, ready for business trips

Desired position and salary

Marketing/Communications manager

36 000

UAH

Marketing, Advertising, PR

- PR, Marketing Communications
- Project Management
- Online Marketing

Employment: full time

Work schedule: full day

Desired travel time to work: any

Work experience — 9 years 9 months

May 2018 — April
2020
2 years

TECNO Mobile

Kyiv, www.tecno-mobile.com.ua

Digital Marketing Strategist

More than 3 I have worked in media relations and digital marketing. I am experienced in digital marketing and social media including content creation, planning and management, traffic driving and analyses, channels elaboration and management. I am highly knowledgeable about brand development, influence marketing and external communications.

- Weekly content planning and promotion;
- Work with key opinion leaders, media and social media channels; audience analyzing and targeting; work with main digital analytical and promotional instruments: Google Ads, Google Analytics, Socialbacker, Facebook ads manager, etc.
- Developed and implemented digital marketing strategy;
- Content and advertising campaigns creation and preparation;
- Marketing budget preparation, implementation and control (in part of digital);
- Contributed to elaboration and implementation of our general communication strategy;
- Jointly with first team members spearheaded an opening of new business unit of TECNO Mobile in Ukraine;
- Created liaisons between Chinese head office and Ukrainian distributors;
- Provided support while negotiation process: helping to Chinese colleagues in understanding Ukrainian mentality and business environment as well as provided support within decision-making;
- Developed and maintained ties with national distributors, retailers and national institutions;
- Contacted and launched cooperation with creative agencies, journalists, video productions and other agents;
- Prepared general marketing analyses;
- Prepared positioning materials, contracts and reports;

Instruments: brand24.com, SocialBacker, MeltWater, PRnews.io, Publicfast, Google Analytics, Google Ad, FB ad manager, Adobe Photoshop, Canva

May 2016 — May
2018
2 years 1 month

MK Media Group

Ukraine, www.mkmediagroup.tv/

Marketing Strategist & PR Manager (Magazine Editor)

As a part of MK Media Group's team I covered different functions, social media including weekly content planning and promotion, content creation (visual and written); brand development (positioning and re-branding); public and media relations, creative writing and publishing, preparing media analyses and market researches.

- Drafted materials, published more than 50 press releases and more than 60 articles;
- Created ties and communicated with different media who might print or broadcast our materials;
- Prepared more than 20 interviews with different foreign experts and opinion leaders;
- Provided media with special reports, newspaper stories and magazine articles to increase the loyalty and general awareness about brand;
- Designed ideas for brand promotion, which includes design of logos, motto and positioning materials, presentation and advertising);
- Managed social media (prepared media plans, created content, ideas for content, prepared advertising, etc.) increasing the growth of audience on Facebook on more than 50%.
- Provided marketing researches and data analyses;
- Organized the company's participation at events and special fairs, such as Kyiv Media Weeks, MIPCOM, Cannes Films Festival, etc.

September 2014 —
March 2016
1 year 7 months

The Ministry of Foreign Affairs of Ukraine

Ukraine, mfa.gov.ua/en

Officer at International Organizations Directorate General (International Project Coordinator)

I had launched and coordinated English-based Master Program pilot project course launched under the auspice and support of NATO liaison office in Ukraine. I was responsible for annual course planning, implementation, and estimation, which includes also

- General administrative support and assistance to foreign experts while participation;
- Organizing the groups of students and providing them with all necessary materials and information;
- Elaborating and created the base of information related to students and their results;
- Course results estimation and preparation of proposal on further improvement;
- Creating ideas on further course development (Preparing proposal on subject with pool of existing foreign experts);
- Drafting materials, notes, official letters and reports dedicated to the results of the course).

I had been responsible as well for all communication with foreign Diplomatic Academies, maintaining close institutional ties and providing support while participation in different international conferences or events dedicated to experience share.

Moreover, I covert all correspondence work, preparing reports, translations, communiques, press releases, non-papers, etc.

June 2010 — July
2014
4 years 2 months

Supreme Audit Institution of Ukraine (Accounting Chamber of Ukraine), Kyiv (Ukraine)

Ukraine, www.ac-rada.gov.ua/control/main/en/index

International Cooperation Department Officer

I was responsible for the direction related to the exchange of supports within the elections to the UN special agencies, covering wide range of duties:

- Had been making preliminary analyses related to bilateral cooperation and on subject of the previous support exchanges among Ukraine and regarded states;

- Prepared proposals to Director General on subject of our further communication with regarded states;
- Drafted more than dozens diplomatic notes dedicated to the issues of the mutual support exchange, directives, agendas, motions, and translations (United Nations rules and normative);
- Provided inter-governmental official correspondence and organized more than 10 supports of Ukrainian representatives while the elections to the different entities of the United Nations;
- Maintained ties and communication with MFA and United Nations entities;
- Provided informational support and assistance to Ukrainian governmental delegations among business trips;
- Provided protocol assistance during bilateral meetings.

Education

Higher

2013	Diplomatic Academy of Ukraine for the Ministry of Foreign Affairs of Ukraine Foreign Policy and National Security, Master of Political Science
2011	Kiev Institute for the Humanities International Relations and Translation (English), Master of Political Science

Key skills

Languages	Ukrainian — Native English — C2 — Proficiency German — A1 — Basic Russian — C2 — Proficiency French — A1 — Basic
Skills	Google AdWords Google Analytics Social Media Marketing Marketing Analysis Digital Marketing Advertising PR Marketing Communication Business English SMO B2B Marketing Market Research Data Analysis PPC PR Content Presentation skills SMM Adobe Photoshop Английский язык Strategic Marketing Written Translation Планирование Управление лояльностью потребителей Negotiation skills Маркетинговые коммуникации Strategic Planning Public Speaking cross-cultural communication brand awareness and loyalty building

Further information

About me	Public Relations, Press Releases, eMarketing, Brand Design, Website Design, Audience Analysis, Copywriting, Keyphrase Selection, Public Brand Design, Brand Development, Brand Positioning, concept development, Communication Skills, Content Marketing, Marketing Management, Project Management,
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