**Marketing Manager**

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* 10 years work experience with focus on business development, marketing and customer service.
* Professional and poised manner to represent the Company.
* Solid experience in planning and executing projects from the reserach stage to the closing with minimum supervision.
* Expertise in implementing various advertising campaigns, events and promotionsl activities within defined budget.
* Languages: English (fluent), Russian (native), Arabic (conversational).
* GCC experience: 3 years.

**Skills**

|  |  |
| --- | --- |
| * Marketing Strategies & Campaigns * Corporate Communications * Product Positioning & Branding * Project and Campaign Management | * Sales Collateral & Support * PR/IR & Media Relation * Social Media & Internet Marketing * Web & Print Content Development |

**Professional Experience**

**International airfinance corporation, Dubai, UAE**

*Global commercial aircraft lessor and aviation asset manager (the 3rd largest in the Middle East), managing US$ 5 billion Aircraft Leasing Islamic Fund.*

**Senior Marketing & Business Development Manager,** 11/2015 to Present

* Manage corporate marketing, investor relations and PR functions. Direct brand management, media relations, corporate positioning, advertising and road show marketing.
* Establish initial contact and lead communication with high profile clientele (institutional ivnestors, financial and govermental organizations, and HNWIs) to generate leads for sales.
* Serve as liaison beetween the Executive Management and the investors, earning their confidence with reliable follow-through and clear communication.
* Prepare and present for approval budget for marketing campaigns, manage agreed project budgets, purchase orders and invoicing.
* Manage and maintan the website updates in conjuction with the website developers.

***Selected Accomplishments:***

* Led marketing campaign for launch of US$5 billion Aircraft Leasing Islamic Fund.
* Led the expansion of the business activities overseas, more specifically led the process of incorporation of Company‘s sub-entity with the highly regulated financial Authority. The entity was successfully incorporated and granted a license for operations.
* Led marketing efforts during the first years of this investment asset management firm, which grew from $500 million to $4 billion in assets, since its inception in 2014.
* Produced corporate essentials marketing kit that demostrated key marketing analytics and investment rationale for use in sales presentations & investment road shows. Efforts were credited as an instrument in generating leads and closing numerous high-level deals.
* Leveraged strength in cost-effective marketing management and vendor negotiations to end each year an average of 15% under-budget (without compromsing business growth goals).
* Established a strong and mutually beneficial relationship with the most recognized and prestigious business & finance award issuers in the region to ensure smooth and timely award application submission, that subsuqently led the Company to win multiple awards.

**Quantum capital limited, Dubai, UAE**

*Boutique investment advisory firm based in the DIFC, providing off-market and bespoke investment opportunities.*

**Marketing and Business Development Manager,** 4/2015 to 11/2015

Developed comprehensive marketing programs and organized investment road shows to pitch firm’s product and services.  
  
***Selected Accomplishments:***

* Developed and implemented innovative marketing communication plans which significantly increased firm’s coverage and reputation in national, business and finance publications.
* Revamped the Company’s website to reflect new business strategy. The campaign resulted in achieving traffic increase by 50% and improving visitors’ engagement.
* Established initial contact with the high-profile clientele, responding quickly and diplomatically to clients concerns to ensure superior service and satisfaction.
* Developed profitable relationships with clients based on excellent communication and customer services, plus thorough understanding and assessing of clients’ needs for financial products & services.

**pricewaterhousecoopers, Moscow, Russia**

*Multinational professional services network, one of the Big Four auditors.*

**Assistant Manager, Marketing,** 09/2013 to 04/2014

Coordinate the production of a wide range of marketing communications including events & workshops. Developed and executed marketing tactics. Analyzed marketing effectiveness versus objective.

***Selected Accomplishments:***

* Developed and maintained sales proposals for the firm’s top 50 clients that helped to close major accounts ($100K to $500K).

**Monument capital group holding, Washington DC, United States**

*High profile private equity and advisory firm that invests and provides strategic advice in global and national security, sustainable energy and clean water sectors.*

**Assistant Manager, Operations,** 01/2012 to 12/2012

Ensured smooth operation and communication by problem solving issues between cross-functional teams, which include the Executive Management, Advisors and the Investment Team. Handled and processed confidential financial information.

***Selected Accomplishments:***

* Created an effective reimbursement system with accurate procedures that improved overall processing and flow for staff and accounts payable.
* Planned and executed firm’s annual meeting for the portfolio companies that was recognized by the Executive Management as well organized and successful in terms of the importance of the agenda, high profile of the speakers and smooth logistics.

**Credit europe bank, Moscow, Russia**

*Large European commercial bank that is focused on corporate lending, retail banking, trade finance and corporate services.*

**Senior Business Development & Sales Manager,** 09/2008 to 09/2009

**Senior Telemarketing Specialist** 08/2007-09/2008

**Telemarketing Specialist** 06/2006 – 07/2007

Ensured smooth operation and communication by problem solving issues between cross-functional teams, which include the Executive Management, Advisors and the Investment Team. Handled and processed confidential financial information.

***Selected Accomplishments:***

* As a Telemarketing Specialist earned recognition as a “Top performer” and “Sales Leader” 6 months in a row during year of 2006.
* As a Senior Telemarketing Specialist implemented effective sales strategies which led to 130% achievements by annual sales targets set for each quarter.
* As a Senior Business Development & Sales Manager boosted effectiveness and productivity of the sales team by initiating better incentives for the sales staff.

**Technology**

|  |  |
| --- | --- |
| **Software:** | Adobe Creative Suite, Photoshop, MS Office (Word, Access, Excel, PowerPoint) |
| **Web/Multimedia:** | Search Optimization, Web Server Administration, Content Management Systems,  Google Adwords, Google Analytics, Internet Marketing |

**Education**

**Virginia International Unversity**, Fairfax, VA, United States

MBA, International Business Management, 12/2011

**MOSCOW UNIVERISTY OF INDUSTRY AND FINANCE “SYNERGY”**

Bachelor, Economics, 06/2009

References available upon request