

Daria Goncharuk

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Languages: English (Fluent), Ukrainian, Russian (Native), German (Basic)



Reliable and dedicated team player with 4+ wide experience in Advertising agencies (ATL and BTL). Started my career as a Marketing trainee and was promoted to an Account Manager in less than a year. Some of the major clients I used to handle include Mondeleze, Coca-Cola, Henkel, Nestle, L'oreal, Pernod Ricard, Nikon and others. Searching for a full-time position in marketing or advertisement department at a reputable organization

Professional Experience

Sep 2017 to Present- Amazon.com, Amazon Europe

Position: **E-commerce specialist**

Work scope includes:

- Creating and managing advertisement calendar (lightening deals, deal of the day, PPC, coupons etc), providing analytics to optimize marketing budget and examine efficiency of ad campaigns
- Business analyzing, reviewing daily performance reports, analyzing web metrics, and identifying areas of opportunity
- Tracking and measuring performance, creating and optimizing media budget, providing daily and monthly data reports
- Increasing listing visibility and traffic through marketplace tools and promotions
- Utilizing data analytic tools to develop insight and recommendations to leadership, specifically Amazon AMS/AMG campaigns, marketing programs and A+ content development
- Identifying any product, service, or marketplace issues and resolving them accordingly
- Competitor research regarding pricing and market digital approach strategies

Feb 2015 to Dec 2018- Al Masaood LLC - Abu Dhabi (UAE)

Position: **Finance Officer**

Work scope includes:

- Developing performance strategy, data analysis, recording and reporting
- Collecting and evaluating financial data to identify issues and suggest improvements to sustain financial situation
- Preparing balance confirmations, internal and external reports, period-end account reconciliations, weekly and periodical journal entries to the general ledger to record un-posted transactions, recurring and accrual entries
- Seeking opportunities to optimize company's budget
- Proactively researching and exploring business opportunities to expand company's scope

Feb 2014 to Apr 2014 - Optimum Media OMD Group - Kyiv (Ukraine)

Position: **Marketing (Account) manager**

Work scope includes:

- Managing the project team in the development and implementation of effective, strategic social media activities and successful management of all aspects of clients' accounts
- Implementing various media projects (TV, Digital, Print, OOH)
- Monitoring compliance with project constraints: schedule, budget, scope, & quality
- Identifying customer needs, conducting customer surveys, analyzing customer information, and setting up customer satisfaction guidelines and campaigns
- Assisting in the development of creative social media plans and campaigns for clients
- Managing and controlling project documentation

July 2011 to Feb 2014 - Havas Engage Ukraine - Kyiv (Ukraine)

Position: Marketing (Account) manager

Work scope includes:

- Retaining & developing Client's portfolio, signing up new projects and identifying potential future project requirements
- Producing detailed proposals and working on multiple projects concurrently
- Coordinate with cross-functional departments and vendors to engage support for activities aimed to drive business growth and ensure operation efficiency through digital communication
- Issuing and controlling project/campaign budgets
- Working with Creative team to scope and shape concepts and executions (design, promo materials production, photoshooting, etc.)
- Implementing BTL projects (sampling, shops branding, sms activities, POSm placing etc.)
- Controlling quality implementation in accordance with Client requirements
- Supervising and coordinating operations on site to ensure objectives are met
- Analyze campaign performance metrics, provide real-time optimization recommendations, and create end-of-campaign recap decks

Oct 2010 to July 2011 - Havas Engage Ukraine - Kyiv (Ukraine)

Position: Marketing (Account) Executive

Work scope includes:

- Assisting line-managers within project teams in implementing BTL projects
 - Writing internal briefings for various agency departments, and follow up on tasks
 - Verifying contractors reports, preparing photo reports and client databases
 - Supporting Account managers with client presentations
 - Assisting in internal reports, project budgeting, and project document control
 - Assisting in facilitating advertising permits & campaigns for shops and shopping malls
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Education and Credentials

Master's Degree in Marketing (2007-2012)

Kyiv National Economic University (Vadym Hetman University)

Human Resource Management and Marketing faculty

Create your own business on Amazon.com

SalesHub - Online Course (Kiev, Ukraine) – 2017-2018

Microsoft Office 2013 Course

Computer research institute (Kyiv, Ukraine) - 2013

Creative Thinking Course

Anne Yeoman (Kyiv, Ukraine) - 2008

Advanced English Language courses

Kyiv-Mohyyla Academy (Kyiv, Ukraine) – 2009