

ANTON YAKUSHEV

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Summary

Talented Marketing Executive with demonstrated record of success in marketing management and campaign development. Successful at overseeing all stages of initiatives, building positive relationships and promoting products with innovative and forward-thinking approaches. Well-versed in tracking market trends and capitalizing on opportunities.

Skills

- Market segmentation
- Product launches
- Brand-building strategies
- Direct marketing campaigns
- Media relations
- Competitive analysis
- Digital advertising
- Deadline-driven
- Advertising
- Excellent written and verbal communicator
- Presentations
- Customer service-oriented
- Microsoft Office Suite expert
- Product Launch
- Marketing campaign management
- Competitive and Trend Analysis

Experience

Marketing Manager

Sep 2022 to Current

DEXART — Dubai

- Conducted thorough market research to obtain detailed understanding of consumer needs and trends.
- Translated market knowledge and strategy into thought-provoking stories and tools for CMO and business teams.
- Developed social media marketing strategies to help brand company and increase sales.
- Tracked, analyzed and reported on marketing program results.
- Formulated and launched marketing and promotional campaigns to maximize profits.
- Supervised creation of marketing materials and collateral.
- Collaborated with other departments to coordinate strategic marketing activities.
- Planned advertising campaigns for online, print and other mediums.
- Developed marketing strategies based on corporate objectives and market trends.
- Worked with management team to oversee and monitor marketing strategy.
- Recommended policy changes to improve marketing tactics and strategies.

Marketing Executive

Feb 2021 to Aug 2022

Opa Lopa — Moscow

- Identified, developed and evaluated marketing strategies based on knowledge of company objectives and market trends.
- Determined target audiences for particular products and aligned campaigns with demographics.
- Planned and organized public relations and promotional events.
- Collaborated with advertising and promotion managers to promote products and services.
- Developed and implemented digital marketing plans to incorporate SEO, social media platforms and video campaigns.
- Coordinated production of advertising materials by communicating with various vendors.
- Assessed marketing campaigns using key metrics and performance indicators.
- Reviewed and approved graphic design work by assessing for adherence to brief objectives, brand requirements and predetermined specifications.
- Translated key brand and campaign objectives into effective messaging.
- Conferred with advertising managers to develop and implement marketing plans.
- Collaborated with team to forecast based on sales and product profitability.

Social Media Manager

May 2020 to Jan 2021

9 Pandas communication agency — Moscow

- Developed and implemented strategic social media marketing plans.
- Crafted visual designs and brand messaging elements for consistency across digital advertising and marketing platforms.
- Directed social media and digital marketing strategy and initiatives to promote brand building, guest retention and revenue-focused activities.
- Tracked social media metrics to determine audience growth rate, volume and reach.
- Analyzed market data to determine ways to reach target audience or intended segments.
- Created and optimized promotional publications and related materials.
- Designed and edited promotional publications.

Social Media Manager

Feb 2020 to May 2020

Esprezo — Moscow

- Developed and implemented strategic social media marketing plans.
- Tracked social media metrics to determine audience growth rate, volume and reach.
- Prepared monthly calendar to manage online content across multiple platforms.
- Employed storytelling for digital content and developed unique campaigns to promote brand engagement.
- Engaged with and responded to online audience through relevant comments.
- Designed and edited promotional publications.

Social Media Marketing Intern

Jan 2018 to Feb 2020

Hero League — Moscow

- Monitored Facebook, Instagram, Twitter and other social media platforms to build customer connections.
- Identified and communicated with influencers to drive posts about company's brand and products.
- Engaged with clients and answered queries to promote brand-focused interactive and engaging content.
- Reported and monitored social media campaign success and ROI.
- Wrote and uploaded quality posts for client's various social media pages, improving overall traffic.
- Scheduled content for publication on social media at ideal times.
- Monitored and participated in online conversation to build brand visibility.
- Employed storytelling for digital content and developed unique campaigns to promote brand engagement.

Education and Training

M.D., International Business Management

Jun 2018

Russian Foreign Trade Academy — Moscow, Russia

Specialist, Digital Marketing

Jun 2022

Yandex.Practicum — Online

Certificate, Digital Marketing

Jan 2023

LinkedIn

Languages

Russian: First Language

English:

C1

Spanish:

B1

Advanced

Intermediate

Websites, Portfolios, Profiles

- <https://www.linkedin.com/in/antonyakushev/>
- <https://www.facebook.com/A.Yakushev95/>