

Safonova Alyona



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date of birth: 25.07.1985

EDUCATION

- 2009-2011 ▪ Master of Business Administration, «Executive MBA» program, MIM Business School
- 2002-2008 ▪ Master, «Investment management», «Kyiv National Economic University named after V. Hetman»

ADDITIONAL EDUCATION

- 2021 ▪ Certificate "16 Personalities or Myers Briggs Type Indicator (MBTI)", International Institute of Socionics, online Kyiv
- 2021 ▪ "Fundamentals of Jungian psychology. Archetypes", Archetypal Marketing by M. Mark and K. Pearson, online Kyiv
- 2020 ▪ "Role Management", K. Samsonova, Odesa
- 2020 ▪ "Organizational arrangements in business" Certificate, S. Regoho, Lisbon
- 2018 ▪ "Hypnotic marketing" business forum, speakers: Joe Vitale, Joe Dispensa, Kyiv
- 2016 ▪ "Forum One Ukraine" event, speakers: Tom Wheelwright, Robert Kiyosaki, Bodo Schaefer, Kyiv
- 2014 ▪ "Management of Change", "Business Master", Moscow
- 2010-2011 ▪ "NLP Master Practitioner", "Baltic Training Group", Kyiv
- 2009-2010 ▪ "Psychology of a leader", "Business Master", Moscow
- 2009 ▪ Course "Living design", Bina Repnin, Kyiv
- 2008 ▪ «IMAGE DESIGN», «Bogomolov Image School», Riga
- 2008 ▪ Course "Financial Management", 101 Success School, Robert Moder, Lviv

EXPERIENCE

- 2019- until now **Business advisor, director, co-owner**
«Citi IQ Group» Agency, advertising, marketing, communications
(joining the Advertising Agency «Evolution» to national media agency «IQ Media»)
 - advice to business owners on personal development and company development;
 - development of concepts and unique solutions;
 - branding and rebranding of companies / TM / product;
 - creation and launch of TM / product;
 - strategic marketing, PR, SMM, digital, advertising;
 - media planning;
 - establishing business processes;
 - recruitment.
- Separate parallel projects**
- 2017-2021 **Marketplace «Rozetka» (one of the largest in Ukraine):**
Perfume, LUX Cosmo, PROF Plus, E-TRADE, TRADE-Z.
- Marketplace «Epicenter»:** T-place

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| | <p>Organizer of launching online store projects</p> <ul style="list-style-type: none"> ▪ business model development; ▪ software debugging (1C, CRM, parcing); ▪ unique offer development; ▪ product design and aesthetics expert assessment; ▪ formation of key messages and pool of communication channels; ▪ budgeting, sales efficiency analysis; ▪ recruitment of sales managers / senior managers; ▪ establishing communications with suppliers (Poland, Czech Republic, America); ▪ organization of work with delivery services. |
| <p>2009-2018</p> <p>Separate parallel projects</p> <p>2014-2015</p> <p>Separate parallel projects</p> <p>2013-2014</p> | <p>“Evolution” Advertising Agency Founder, director</p> <ul style="list-style-type: none"> ▪ development of strategic and commercial plans; ▪ development of own advertising product; ▪ staff management (over 40 people) and the work of departments: accounts / sales, media planning, design, SEO programming; ▪ managing key customers. <p>LLC “Bongustan” (supplier of 120 types of Chinese tea) Co-owner, managing partner</p> <ul style="list-style-type: none"> ▪ the company's promotion strategy development and implementation; ▪ budgeting; ▪ consumer market and target audience analysis; ▪ positioning: ▪ formation of tools package for sale; ▪ managing key customers. <p>LLC “Safin Partners” (assistant in the sale of Ukrainian goods in China) Marketing director, founder</p> <ul style="list-style-type: none"> ▪ strategic planning; ▪ marketing activities (advertising, PR, digital); ▪ formation of tools package for sale; ▪ negotiating with key partners in China. |
| <p>2006-2008</p> | <p>“Apriori Marketing” Advertising Agency Director</p> <ul style="list-style-type: none"> ▪ creating an Advertising Agency from scratch for investors; ▪ strategic planning; ▪ budgeting; ▪ current company management; ▪ managing key customers; ▪ attracting new large clients and Advertising Agencies. |
| <p>2005-2006</p> | <p>“KP Publications” Publishing House (“Pink”, “Afisha”, “Kyiv Post” magazines) Head of Marketing and PR</p> <ul style="list-style-type: none"> ▪ marketers and analysts work managing; ▪ marketing and communication strategies formation and coordination; |

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| 2004-2005 | <ul style="list-style-type: none"> ▪ annual planning of marketing activities and goals, department`s KPI. <p>Marketer</p> <ul style="list-style-type: none"> ▪ market, competitors and target audience analysis; ▪ SWOT analysis; ▪ development of competitive advantage; ▪ formation of marketing strategy; ▪ marketing plan effectiveness analysis. |
| 2003-2004 | <p>“House and interior” magazine</p> <p>Sales manager</p> <ul style="list-style-type: none"> ▪ formation of client base; ▪ new customers searching; ▪ presentation of the company's products; ▪ signing agreements with clients for advertising; ▪ maintaining advertising campaigns. |
| PERSONAL PRINCIPLES | <p>I always focus on the spiritual values of life. I sincerely believe that everyone can influence the world through love, smile and joy. I`m creating simple and correct decisions / products / images with my pleasure. I intuitively feel the hidden potential of people and business.</p> |