

Digital and CRM Director

Evstratova Anna

Education

Basic:

- 1994 — *TSURE (Taganrog State University of Radio Engineering)*, Faculty of Electronics and Instrument Making, Diploma/Engineer

Work experience

•Marketing Director

03.2011– Nabortu.Ru , Travel & Booking Industry

Responsible for all marketing activities. Both online and offline

Advertising strategy development. CRM program development.

New projects development and launch.

Technical Specifications for web sites development.

Partnership Programs development.

•CRM and Digital Manager (free-lance contract)

10.2010– 02.2011 OgilvyOne , Marketing/Advertising / PR

Responsible for projects initiation, development and management overall.

Tender presentations, financial management, day-to-day communication with clients.

Achievements:

Winner in 2 tenders:

- pharmaceutical company (promotion in digital for 3 medicines in 2011)
- TV channel (Digital strategy + Digital TV project development).

Clients: Volkswagen, Egis, World Fashion Channel, Pfizer.

•Digital Manager

03.2010–08.2010 Proximity, BBDO Group , Marketing/Advertising / PR

Full process management in digital projects (web sites, applications in social networks, CRM activities, etc.).

Suppliers selection and management.

CPS and CE development.

Clients: Mars, P&G, Mercedes Benz, Wimm-Bill-Dann, etc.

Brands: Snickers, Snickers Super, Mars Max, Sheba, Lubimy Sad, etc.

•Sales manager, Account manager (free-lance project)

09.2009–03.2010 UIDesign Group (Usability company) , Information technology/systems integration

Company sale strategy development, new business activities.

Sales, accounting in sold projects.

Clients: VTB24, Intertrast, some innovative projects under NDA.

•Account Director

06.2008–08.2009 360D (ex ADV Group (MRM Worldwide)), interactive agency, Marketing/Advertising / PR

Full project and account management in digital and TTL projects.

Commercial approaches preparing, brain storming, strategy development.

Clients: Microsoft, Nestle, L'Oreal, Maybelline, VTB, Comstar, Russian Artistic Gymnastic Federation.

Projects: www.nespimix.ru, www.beinteractive.ru, <http://www.microsoft.com/rus/licensing/>

•**Business development manager**

05.2007–06.2008 Open Company (Real Estate Agency)

Agency promotion through a partnership with brokers, banks, mortgage companies.
Advertising campaigns development (creative concept, strategy, placement).

Achievements: Partnership with famous bank for real estate service (30-35 clients per day), most successful ad campaign for agency (Mortgage for free!)

•**New business Director**

04.2006–05.2007 MegaPro (Advertising Agency) ,

Web service start-up for the Agency.
New business, tenders participation.

Clients: Savelovsky TC, B.A.C., etc.

•**Commercial department chief**

03.2003–11.2005 WhiteSite (Web design) ,

Managing in Sales and Marketing departments.

Sales and marketing strategies development, coaching for new staff, active Sales.

Started from Sales manager position and achieved Commercial department chief position.
More than 40 projects sold by myself.

Endorsments

•**Nabortu.Ru** Zelenski Vadim, Owner, +7(903) 130-56-65

•**Nabortu.ru** Natalia Berezovska, Co-Owner, +380 67-230-5014

•**360D** Vladimir Denisov, Client service director, partner, +7(916) 815-18-04

Additional information

Nationality: Russian

Work permit in: Russia

Languages

Russian : Native Language

English : fluent

Core skills

Strong expert in Digital technologies. Deep knowledge in modern advertising technologies.

Strong advertising experience (from strategy development to execution aspects of the projects).

Strong negotiation skills, strong client handling skills.

Creative, communicable.

Member on the board in Theatre Project "Mezhdurechie", team member in Filminute (International 1-minute film festival), Expert of Russian State Internet Premia (Premia Runeta) since 2005.

Date of birth 21.05.1972

Marial status: Single

Children: Son, 2002 born

E-mail: eaglis@mail.ru

Phone: +7 (495) 451-56-31 (home)

Phone: +7 (903) 224-73-08 (cell)

Personal web-site: <http://www.eaglis.ru>

Location: Moscow

Home addr.: Zelenogradskaya str., 31/6/505, Moscow, 125475