

Experienced Marketing Manager



Summary

Eager to develop and apply my international knowledge, language as well as marketing and sales skills on the Latvian market for the benefit of the company that cares about its name, image and prosperity.

Work experience

Marketing Manager

Estonia

Apr 2014 - Nov 2018 (4 y. and 8 m)

Information Technology

Market research, brand management, development and promotion. Development of marketing strategy and supporting activities. Budget planning and being responsible for its execution.

Marketing and PR Specialist

Latvia

Jan 2012 - Apr 2014 (2 y. and 4 m)

Information Technology

Execution of corporate communication strategy, cooperation with media, advertisement campaign planning and execution in social media. Result analysis and reporting to management.

Marketing Analyst

Latvia

Aug 2009 - Dec 2011 (2 y. and 5 m)

Information Technology

Job market research. Listing of potential candidates for recruitment projects. Assisting recruitment project managers by organising job interviews, communicating with job seekers.

Education

University of Latvia (Latvia, Higher education)

Innovations and marketing / Advertising and mass media / Master

2008 - 2010

Stockholm School of Economics (Latvia, Higher education)

Economics / Bachelor

2005 - 2008

Language skills

Language	Listening	Reading	Communication	Presentation	Writing
Latvian (Language of communication)					
English	C2 (?)	C2 (?)	C2 (?)	C2 (?)	C2 (?)
Russian	C1 (?)	C1 (?)	C1 (?)	C1 (?)	B1 (?)
German	B1 (?)	B1 (?)	B1 (?)	B1 (?)	A1 (?)

Levels: A1/A2 - Basic user; B1/B2 - Independent user; C1/C2 - Proficient user

[Common European Framework of Reference for Languages](#)

Computer skills

Other

Expert	Google Analytics 360
Advanced	SPSS
Office software	
Advanced	MS Word, MS PowerPoint, MS Excel
Graphics, design, multimedia	
Advanced	Adobe Photoshop

Driving skills

Licence since	Acquired categories
2006	B

Desired position

Marketing / Advertising / PR

Marketing Manager

Work type

Employee

Working time

Full-time

Locations

Rīga

Gross salary

1920 EUR

Other

Advanced training

Business English

ET Course / Latvia

2013 (2 years)

Intensive business English communication course.

Market research

Recruitment Matter / Hungary

2011 (6 days)