



PERSONAL INFORMATION

Natalia Lekareva



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POSITION

International Marketing Officer in the UCAM (Universidad Católica San Antonio de Murcia)

WORK EXPERIENCE

Jun 2014–Present

International Marketing Officer

UCAM Universidad Católica San Antonio de Murcia, Murcia (Spain)

- implementation of market analysis
- development and implementation of marketing plan
- participation in international education fairs and conferences
- organization of fam-trips
- implementation of online marketing
- collaboration with the press
- interpreter duties
- collaboration with Universities and other educational institutions
- collaboration with educational agencies and other kind of partners
- European project management

1 Nov 2012–1 Jan 2014

Marketing Officer

SL Ekostroyfera, Moscow (Russia)

- searching and analysis of information in public sources
- market analysis
- database management (competitors, segments, categories of products, prices, channels)
- making analytical reports, market studies and recommendations on internal and external information

1 Feb 2006–1 Jul 2013

Event Manager

Freelance, Moscow (Russia)

- organization of monitoring of expositions, corporate and private events
- Identify the concept and objective of the event; make the guide and determine the timing of the event as well as the budget itself.
- find and organize spaces for events, such as restaurants, cafes, open areas, exhibition stands etc.
- hiring and supervising providers, enterprises, service personnel and artists
- guide and direct all the economic resources, materials, technical and human resources throughout the event
- evaluate the final score of event
- creating and updating the database of the clients, providers, artists etc.

1 Sep 2010–31 Jul 2011

Customer Manager

English school SPEAK UP (“Euro-Training”, SL), Moscow (Russia)

- monitoring of the study process of each student, student's attendance and students achievements
- organisation of the study process and the schedule
- edition of the didactic materials in English
- management of payments and invoices
- commercial and labor correspondence with clients, staff and service companies, filter telephone calls and receiving visitors

1 Jan 2005–31 Jan 2006

Marketing and Promotion Manager

TANIT, SR, Moscow (Russia)

- organize and carry out market research
- organize exhibitions and product presentations
- handle advertising of the product in print media
- identify different distribution channels
- commercial and labor correspondence with clients, staff and service companies, filter telephone calls and receiving visitors

EDUCATION AND TRAINING

1 Sep 2004–1 Mar 2010

Economist

Financial University Under the Government of the Russian Federation, Moscow (Russia)

- Economics
- low
- Finance and Credit
- Business Management
- Marketing

1 Oct 2013–30 Jun 2014

Spanish Philology

University of Salamanca, Salamanca (Spain)

I was studying for a year at the University of Salamanca to improve my Spanish

15 Jan 2014–22 Dec 2014

MBA Master in Business Administration

UCAM Universidad Católica San Antonio de Murcia, Murcia (Spain)

- Socioeconomic and legal environment
- Accounting and finances
- Commercial management marketing
- Human resources management and business organization
- Business strategy
- Financial management and businnes organization
- Marketing strategies

PERSONAL SKILLS

Mother tongue(s)

Russian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
Spanish	C2	C1	C2	C2	C2
Italian	A2	A2	A2	A2	A2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
Common European Framework of Reference for Languages

Job-related skills ■ Exceptionally articulate executive with ten years of demonstrated success launching products utilizing market analysis of audience segmentation and competitors to grow company revenue. A brand builder engaged in corporate reputation management by delivering exceptional events, customer engagement and meeting financial constraints.

Driving licence B