

OLGA GOLUBEVA

Digital Communication Specialist

Summary

Marketing and business development professional with five years of skilled experience focusing on brand reputation, corporate communication, organisation of events, social media (Facebook, Instagram, Twitter and LinkedIn), translation, customer relationship management, and planning and execution of the marketing strategy.

Additional experience has been gained in the areas of staff responsibility, hiring, leadership, and project management.

Work experience

Agency for International Cooperation "Crimea-Investment",
Moscow, Russia

Corporate Strategy Specialist

2015 - 2020

- Successfully developed and managed 15 end-to-end marketing communication and PR projects between Italy and Russian Federation
- Built strong brand reputation.
- Create an outstanding brand reputation.

ATB Consulting, Avellino, Italy

Corporate Communication Consultant | International Marketing Division

2017 - 2018

- Managed internal and external communication.
- Developed successful marketing budget projects resulting in a revenue increase of 3,4% from 2017 to 2018.
- Coordinated brand promotion in the domestic and international (Russia, EU member countries) markets.
- Worked closely with the public relations and corporate press offices.

Maltese Italian Chamber of Commerce, Valletta, Malta

Traineeship | Communication & Marketing

2016 - 2017

- Assisted members and clients of the Italian Chamber of Commerce Malta.
- Updated corporate websites www.micc.org.mt and www.italiamalta.net, and created business marketing content.
- Organised online live streaming seminars.



Address

3 Carmine Barone St
Avellino 83100
Italy

Personal information

Nationality: Italian | Age: 35

Driving license: Yes

Marital status: unmarried

Language

Russian: Native

Italian: Fluent

English: Fluent

Ukrainian: Good command

Spanish: Good command

Czech: Basic skills

Links



About me

An extremely motivated person and a master of marketing. That is how colleagues describe me.

Personally, I would describe myself as passionate about social media and an ambitious visionary who works hard to achieve the goals.

I am an active person who loves travelling. Two years ago I decided that I would start to write my own

travel blog and last year I achieved that goal (*Vita in Tour – My Life Experience Blog*).
Now I am ready to take on a new adventure but this time regarding my professional career.

Education

- University of Salerno, Italy 2017 - 2019

MSc Corporate Communication and Media

- University CEU San Pablo, Madrid, Spain 2018 - 2019

Advertising and Brand Management

Erasmus+ Student Exchange Programme | Fall Semester

- University of Salerno, Italy 2014 - 2017

BA Foreign languages and Cultures

- University of Ostrava, Czech Republic 2016 - 2017

Foreign Languages

Erasmus+ Student Exchange Programme | Fall Semester

- Moscow State University of Economics, Statistics and Informatics, Russia 2002 - 2005

BSc (Hons) Financial Management

Skills

Marketing	● ● ● ● ●
Communication	● ● ● ● ●
Project Management	● ● ● ● ●
Networking	● ● ● ● ●

Certificates

Google Ads Search Certification, Google	2020
Google Analytics Individual Qualification	2020
Social Media Strategy, HubSpot Academy	2020
Inbound Marketing, HubSpot Academy	2020
Samsung Innovation Camp, Samsung	2020

Conferences and seminars

January - June 2014 Seminars “*Political projects in the future of the European Union*”, **AESI (European Association of International Studies)**, Office of Italy, European Parliament, Rome, Italy.

September 2013 *Digital or Nothing seminar – Everything you have always wanted to know about digital translation*, **Italian Translators’ and Interpreters’ Association (AITI)**, Naples, Italy.

June 2013 18th SIDI Congress: *International Law and the plurality of cultures*, **University of Studies of Naples “L’Orientale”**, Italy.