



Lanita Klimanskaya

Female, 35 years, born on 19 March 1980

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Skype: lanitische

LinkedIn: <http://ru.linkedin.com/pub/ланита-климанская/36/161/a45/>

Reside in: Moscow

Citizenship: Russia, work permit at: Russia

Not ready to relocate, ready for business trips

Desired position and salary

CMO

IT, Internet, Telecom

- Multimedia
- Marketing

Employment: full time

Work schedule: full time

Travel time to work: any

Work experience —11 years 7 months

September 2014 —
till now
1 year 6 months

Viadeo, RB.ru

Moscow, www.viadeo.com/, <http://www.rb.ru/>

Head of Marketing Team

In September 2014 I grow up from product manager to head of marketing team, but all my responsibilities of product manager were been saved for me.

My responsibilities as CMO are below

My responsibilities on Viadeo (professional social network):

- Acquisition. Working with different kind of sources: CPA, CPI, barter deals. As the result I built the best strategy for acquisition channels and I cut expenses.
- Development of new CRM concept (e-mails, mobile push notifications). Excellent knowledge of Smart Focus service
- Partnerships (mostly barter deals) for promoting Viadeo and its subbrand Let's Meet (a mobile app.)
(<http://apps4all.ru/post/01-20-16-lanita-klimanskaya-lets-meet-my-pomogaem-professionalam-per-ejti-iz-virtualnosti-v-realnost>). More then 30 barter deals were done
- Content.

Job offers - 10 job offers partnerships helped increase job offers data base on 4,000%

MBA programs/short training courses + 20 new MBA schools on Viadeo

Companies Pages + 16,000 new Companies Pages on-line

My responsibilities on RB.ru

- Traffic management. Traffic was increased on 68% (2015VS2014)
- PR
- Barter partnerships

As the main achievement I consider training and development of the subordinates entrusted to

me.

January 2012 — till
now
4 years 2 months

Viadeo Independent Media

Moscow, viadeo.com

Product Manager

1. Product management (localization to Russian media market)
 - translation web site on Russian language from English language. Excellent knowledge of WebTranslatelt service
 - testing site (fixing tech.bugs);
 - Development of proposals for improvements.
 - Negotiating with the head office (Paris), because the whole technical team is based in Paris.
 - creation of presentations about products

2. Support to marketing team

- creating, sending direct marketing e-mails
- creating display promo campaigns

Audience:

- audience analysis;
- analysis of the sources of traffic;
- conducting tests / competitions;
- Development of strategies for the development of representative offices in various social networks - SMM.

3. Support to sales team

- creating presentations with tech.specs. for clients
- management of adv. campaigns
- putting display adv. campaigns on-line (through SmartAdServer)

4. B2B support

- Hiring solution
- Companies pages
- Corporate groups

March 2011 — till
now
5 years

RB.ru

Moscow, www.rb.ru/

Product Manager

- Testing of new services and sections.
- Development of new functionality of a site.

December 2006 —
January 2008
1 year 2 months

Moscow State University of Design and Technology

Moscow, www.msta.ac.ru:81/default.aspx?news=1

Manager at department of contractual relations

Department of paid educational services:

- work with contracts (the conclusion and tracking)

April 2003 —
October 2006
3 years 7 months

Saint-Petersburg Institute of Architecture and Construction

Saint Petersburg, www.spbgasu.ru/

Engineer at department of contractual relations, operation, business activity

- work with contracts
- preparation of the areas for leasing
- maintaining contracts on municipal services

March 2003 —
September 2005
2 years 7 months

Damochka.ru

Moscow, damochka.ru/

Content Manager

I was working OOO, on-line and I was responsible for one of the most popular section - Forums:

- filling content
- under my management there were several moderators

September 2002 —
April 2003
8 months

Sentiabrev

Saint Petersburg, www.sentiabrev.ru/

Manager-Art Critic

- development of new production (design, engineering);
- writing descriptions for all types of goods;
- management of the web-site of the company

September 2001 —
September 2002
1 year 1 month

Saint-Petersburg Institute of Architecture and Construction

Saint Petersburg, www.spbgasu.ru/

Engineer at department of contractual relations, operation, business activity

- preparation of the areas for leasing
- maintaining contracts on municipal services

May 2000 — July
2000
3 months

Avtoremservice

Voronezh

Assistant

Work with documentation

Education

Master

2003

Russian Institute of Art History of the Russian Academy of Sciences, Saint Petersburg

History and theory of fine arts, Art critic

Key skills

Languages

Russian — native

English — fluent

Skills

Advertising Marketing Analysis Project management Strategic Marketing Written Translation

Additional Information

Recommendations

Viadeo.ru, RB.ru

Nataly Moiseenkova (CEO). +7 916 368 43 62

About me

Very attentive to every detail. Open-minded, usually in team I'm informal leader, employees are coming to me for taking advices on many different points.