



Inna Diachenko

Product & Operations & Marketing Manager | Occasional Drafter & Rhymer & Sporadic Sketcher

Manchester, UK

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About

I am a professional with aggregated 20-year experience on agency, media, corporation and non-profit sides with an integrated and broad practice ranging from developing marketing strategies to managing products and advertising campaigns.

Efficiency chaser, multitasker, goal achiever, deadline observer, problem solver, proactive team player, and independently working contributor to collective results. Comfortable in ambiguous and fast-paced business environments. Initiative in crises, self-propellant in remote format, competent for international dealings.

Eligible to work in the UK under Home for Ukraine scheme, and in Canada under CUAET programme.

Thanks for reading!

BRANDS WORKED WITH

- Biznes Inform, LLC
- Entrepreneur Marianna Kunytska
- GC Business Growth Hub
- Global Swiss Group AG
- Mir Reklamny Firm, Limited Liability
- Tribe Builder Media
- Webinterpret

Experience



● Marketing Assistant -- Here for Business

GC Business Growth Hub | Dec 2022 - Mar 2023

I rendered general marketing and communications support and liaison work for a support programme aimed at Greater Manchester small and middle-sized businesses.

Duties:

- Content planning and creating of social media communications packages for online and in-person events.
- Managing the content of the programme microsite and providing copy-writing assistance.
- Liaising with internal stakeholders and event providers for informational exchange.

● Market Expansion Specialist

Entrepreneur Marianna Kunytska | Aug 2020 - Jun 2022

- coordinating B2B order-oriented projects and supervising their execution in partnership with internal and external resources;
- supporting the Global Marketing Manager and Leadership Team on special business and international exhibition projects;
- collaborating with other Leadership Team contacts and Distribution Subsidiaries in Europe as required;
- contribution to the development and support at sample production phases of new products for brand category expansion;
- leading the external corporate communications towards the product markets via managing and updating social media, website news publications and other platforms;
- utilising the Brand identity standards and guidelines (tone, voice, look, feel, expression, assets), creating content for products, brands, business, people and culture related topics and collaborating with other teams and subject matter experts on their content;
- ensuring timely and accurate translation of written local and Global content, either on my own or through external providers (Chamber of Commerce and Industry);
- contributing to the development and production of brand presentations, product catalogues, websites, videos and other communications formats in partnership with colleagues and other departments.

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- **Project Coordinator & Communications Manager**

Global Swiss Group AG | Aug 2019 - Jun 2022

Utilising corporate standards and brand identity guidelines, I provided support and coordination for global brands development and products distribution, creating marketing content and managing corporate communications.

- **PR Specialist**

Tribe Builder Media | May 2019 - Jun 2019

Outreach to the best and most trusted online media

- **Marketing Business Director**

Biznes Inform, LLC | Dec 2014 - Aug 2020

I supervised and performed wide array of marketing and advertising services for the satisfaction of clients of the advertising agency, varying from rolled metal wholesalers to yoga training providers.

Duties:

- supervising and performing services of building strategy and tactics of advertising/informational promotion for the agency clients;
- handling concurrent financial, creative and directional tasks for the internet projects department of the agency;
- setting up, monitoring and adjusting marketing campaigns at online platforms, social media, mass mailing and funnel sales services, etc.;
- support in hiring, coaching, and managing the agency personal for customer service department, monitoring sales team performance against the established daily objectives;
- stakeholder management and translating/breaking down strategic plans into set-up projects for easy and controlled fulfilment;
- communications and partnership with external service providers.

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- **Team Supervisor**

Webinterpret | Oct 2014 - Dec 2016

- hiring, coaching, and managing translators for my language pair team
- monitoring team performance against the established daily objectives
- verifying average weekly team's and each translator's work efficiency in accordance with predetermined criteria

- **Marketing Executive Director**

Mir Reklamy Firm, Limited Liability | Jul 2001 - Dec 2014

I developed, launched and managed fashion industry print magazine, as well as oversaw business units behind it and established partnerships with external contractors.

Duties:

- building strategy and tactics of 'Apparel and Adornments in the Ukraine' Magazine development;
- supporting design and implementation of the magazine's concept;
- planning, arranging, delegating and managing the tasks set up to media staff;
- performing marketing research and improving the print and online issues;
- monitoring of rivals' activity;
- media market analysis for segmentation, targeting and positioning the product;
- working out price policy for the magazine;
- working out the promotional methods;

- planning of the advertising events;
- analysis of sales department data and coordination of sales team activity;
- charting the system for governing the sales;
- forming requirements to personnel, adaptation and motivation approaches;
- structuring and implementing customer loyalty programmes;
- business processes organisation;
- mediating conjoint efforts of technical, creative and financial officers;
- negotiating with partners/suppliers and making agreements;
- controlling the process of the media campaign working;
- telemarketing to new clients by cold and follow-up phone calls;
- providing new customers with any necessary information, meeting their objections and clarifying their doubts;
- composing proposals and promotional letters for prospects.

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Education & Training

- 2006 - 2008 ● **International Institute of Business (IIB)**
Postgraduate Degree,
- 1996 - 1998 ● **Dniepropetrovsk Centre of Technical Creativity and Patenting of Authors' Rights**
Patentor, Economist,
- 1993 - 1998 ● **Dnipro University of Technology**
Master's degree,