

# KONSTANTYN SOLOVIOV

## Communications Lead

I am an experienced marketer and strategist. I have experience in managing and building teams of up to 50 people. My main specialization is marketing transformation and achieving exceptional results. I have experience in managing marketing budgets of up to \$5 million and generating \$15 million in revenue.

## Experience

### ● NATIONAL COMMUNICATIONS EXPERT

#### European Union Project

01.01.2023 - 31.12.2023 (Contract)

- Formed a project team of 8 people.
- Implementing a national communication strategy, including defining key messages and communication channels.
- Providing consultancy to project management on influencing key areas of power in Ukraine for reform implementation.
- Engaged in brand development and overall marketing.

### ● CO-OWNER

#### Soloviov Marketing Agency

2020 - 2023

- Acquired 80+ clients and was responsible for networking.
- Formed a team of 16 people.
- Responsible for creating additional project teams (units) in client projects.
- Implemented 100 projects and 65 advertising campaigns in 9 countries, receiving the FINAWARD 2020 award.
- Clients from various industries, from medium to large enterprises to IT startups.

### ● DIGITAL TRANSFORMATION CONSULTANT

#### Vector Consulting

2020 - 2022

- Implemented digital transformation strategies.
- Formed a project team of 25 people.
- Developed end-to-end digital advertising campaigns.
- Led 7 successful election campaigns in the year 2020, including Mayor campaign.

### ● MANAGING PARTNER

#### British Camp Study UA

2017 - 2020

- I successfully launched an international project from scratch within one year, forming a team comprised of members from Ukraine, the United States, and Canada, totaling 50 employees.
- The outcomes of the project were as follows: sales of \$780,000, with an average annual customer retention rate of 30% and a profitability of 35%.

### ● GENERAL MANAGER

#### STUDY ACADEMY

2013 - 2017




- I increased the number of branches from 1 to 10.
- I planned and organized overall digital marketing efforts, implementing the marketing strategy.
- I established the sales department and call center.
- Over a span of 4 years, I achieved a six-fold increase in sales, and in 2017, the project entered the top 3 in its category in Ukraine.



## Contacts

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## Social networks

 konsta.soloviov  
 @soloviov\_consulting  
 konstantin-soloviov

## Investments

- I raised investments of over \$1 million:
- In 2022, I helped secure a €400,000 investment in an agricultural project.
  - In 2022, I raised a €40,000 grant through the USAID program for the Khmelnytskyi Fishery.
  - From 2021 to 2022, I assisted in selling a blockchain project to the Chinese market, amounting to \$500,000.
  - From 2020 to 2022, I helped raise \$120,000 in venture investments for testing a SAAS startup.

## Teaching as a hobby:

Lector at SET University.  
Mentor at the 1991 accelerator and Dia.Business

## I give lectures on:

How to choose the right investor?  
How to enter new markets and develop marketing strategies?  
With case studies on creating a go-to-market strategy and attracting investments.