



# Tynna Marta-Anna

Lviv, Ukraine

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## ABOUT ME

A highly ambitious and extremely diligent person with a C1 English level and Master's degree in Marketing Management (UCU Business School), aiming to proceed with my career in the marketing sphere. Keen on working in a team as well as learning new things, willing to contribute and become a valuable addition to your company

## EDUCATION

2022-2024 | UCU BUSINESS SCHOOL

MSc in Marketing Management

2021-2022 | TILBURG UNIVERSITY (THE NETHERLANDS)

Erasmus+ student

2018-2022 | UKRAINIAN CATHOLIC UNIVERSITY

BA in Sociology, Summa Cum Laude Honors

2017-2018 | SOUTH DAKOTA STATE UNIVERSITY (USA)

Advertising, international student + sports

## COURSES & INTERNSHIPS

NEGOTIATION SKILLS | MACQUAIRE UNIVERSITY (COURSERA)

DIGITAL MARKETING | GOOGLE

ВЕЛИКИ ЧЕКИ | Д. КАПЛУНОВ

PANEM DIGITAL AGENCY | MARKETING INTERNSHIP

EXPERTS IN TEAMWORK | UKRAINIAN-NORWEGIAN PARTNERSHIP PROGRAM

## PROFESSIONAL SKILLS

- responsible person, who you can rely on
- fast at learning new things
- organized
- effective planning and good time management
- team work
- oral and written communication skills
- self-motivated
- willingness to help others
- SPIN and BANT selling

## INTERESTS

- dystopian literature
- sports such as running and tennis
- travelling
- sociology of law and criminology
- marketing & sociological research

## WORK EXPERIENCE

2023 - PRESENT | BLOOM BÜRO | LVIV, UKRAINE

Account & Marketing Manager

### Account Manger

- build and maintain strong relationships with clients, acting as their main point of contact
- negotiate contracts, manage renewals, and identify upselling opportunities
- monitor project progress, resolve issues, and ensure timely completion within budget
- develop and execute client-specific strategies to meet their business needs and goals
- coordinate with internal teams (sales, marketing, product) to ensure seamless project delivery

### Marketing Manager

- collaborate with internal teams and clients to translate insights into actionable branding solutions
- taking part in the end-to-end process of brand development, from ideation through execution
- present strategic concepts and creative campaigns to clients, aligning vision with brand objectives

2023 - 2024 | WOO COMPANY | SMM | UKRAINE

Sales & Marketing Manager

### Sales Manger

- building strong client relationships and ensuring client success
- explored possibilities for sales
- analyzed client's inquiries and formulated tailored offers to meet their needs
- conducted client briefings, effectively communicating project requirements and expectations
- presented commercial offers, showcasing the agency's unique value proposition
- navigated clients through the entire collaboration process, ensuring a seamless experience
- contributed to strategic decision-making for sales initiatives, influencing company direction.
- conducted comprehensive competitor analysis to inform strategic positioning and pricing strategies

### Marketing Manager

- conducted competitor analysis, providing valuable insights to refine market positioning
- conducted comprehensive inner and outer research, leveraging data for informed decision-making
- crafted compelling positioning and Unique Value Proposition (UVP)
- engaged in content creation, fostering creativity and brand resonance
- oversaw Google Ads campaigns
- collaborated cross-functionally with teams to deliver integrated marketing solutions
- actively took part in brainstorming and creating strategies for clients

2021 - 2023 | EJM GROUP | BERLIN, GERMANY

Product Sales Manager

- overseeing the entire sales process, from prospecting to closing deals
- developing and implementing sales strategies and tactics managing sales teams
- analyzing market trends and customer needs to identify new opportunities for sales growth
- conducting purchases and completing contacts with different goods' manufacturers
- building strong relationships with customers, ensuring that their needs are met and that they remain loyal to our company and services

2019 - 2022 | TALK TIME SCHOOL | UKRAINE

English Teacher

- assessing students current language proficiency, identifying areas for improvement
- developing lesson plans and activities that are tailored to students' individual needs and goals
- teaching business English, English for kids, English for speaking provide guidance and study plan to students when they prepare for language proficiency exams or college admissions interviews