



ANASTACIA ZAYTSEVA

Marketing and Communication Consultant

INFO

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VIEWS

Everything is marketing
Communication is key
Quality over quantity
Nurture over nature
Small tasks are a part of something big
Every player is an integral part of the outcome

TIME TO LEISURE

Beirut Marathon
Camping
Music Festivals
Reading
Brain Tickling Talks



INTRODUCTION

Marketing is a collaboration of touch, see, hear, taste, and feel in order to provide for the right message to be delivered with the most impact, efficiency and coordinated efforts.

The aspects of the field that I'm most passionate about are creative idea generation, managing client accounts, service design, promotions and advertising, event planning and organizing, customer satisfaction.



EDUCATION

Masters in Media and Mass Communication	Feb 2014 – Jun 2016
University of Balamand, Lebanon	
Bachelor in Business Administration: Marketing	Feb 2011 – 2014
University of Balamand, Lebanon	
High School Diploma	Jun 2009
International School of Choueifat, UAE	

OTHER

Graphic Design (Photoshop, Illustrator, inDesign)	Oct 2016 - Dec 2016
CIS College, Lebanon	



INTERNSHIPS

Arabian Construction Co. Group	May 2016 – Nov 2016
Marketing Department	



FULL-TIME

Marketing Officer
Arabian Construction Co. Group
Lebanon (Nov 2016 - present)
Online Marketing Manager
Lynads Advertising, Lebanon (Oct 2014 – Nov 2015)
Sales Representative
Good Sphere, UAE (Nov 2009 – Dec 2010)

FREELANCE

Marketing and Communication Consultancy
Modeling
Independent projects
Bar Assistant
Shake & Strain, Haven Autumn Sonata Festival
Lebanon (Oct 2016)
Usher
International Music Festival, UAE (Feb 2010)
Promoter
Lipton, UAE (Jun 2010)
Promoter
Sony - Dubai Gitex International Week
UAE (Mar – Apr 2010)



SUPERPOWERS

Meticulousness
Punctuality
Democratic Work Ethics
Positive Attitude
Problem Solving
Crisis Management

Job Description

MANAGERIAL

- Devising and implementing the overall marketing plan in agreement with the top management
- Conceive and develop efficient and intuitive marketing strategies
- Improve processes and policies in support of organizational goals
- Monitor, manage and improve the efficiency of internal and external communication
- Developing and implementing creative campaigns that would boost the company's external and internal image
- Facilitate the successful planning and organization of regional marketing activities

BRAND GUIDELINES & BRAND IDENTITY

- Write and update the company's brand guidelines related to email, stationery and business communication
- Monitor adherence to rules, regulations and procedures by internal personnel
- Monitor implementation of the brand guidelines by external partners

MEDIA & COMMUNITY MANAGEMENT

- Work with in-house graphic designer on Visual Communication creative briefs
- Develop the company's yearly social media calendar for occasions and world events
- Brief the in-house graphic designer on monthly posts
- Manage all Social Media accounts (posting, responding, and analytics)
- Managing the Website content management system
- Monitor campaign(s) deployment in the media

RESEARCH & REPORTING

- Research competition activities on social media and across different platforms
- Monitor the company's online presence
- Report trends on social media, competition activities & company activities
- Research on the industry news and trends
- Continuously research on the marketing gimmicks that would make the brand stand out

COMMUNICATION

- Draft & edit English press releases
- Copyright material for Social Media and advertising

OTHER DUTIES

- Suggest company uniforms and coordinate with suppliers
- Research year-end gifts ideas, prepare packaging and manage distribution
- Assist in the production of all promotional material, including gathering of supporting data and collateral material
- Coordinate services for marketing events, such as facilities, catering, signage, displays, printing, and branded stationary.
- Take photographs of all functions, banquet, sponsorship events, etc.
- Quotation and Invoice proofing
- Negotiate and handle suppliers

CONTACT INFO