

OLEKSANDR BASHKIN

Strategy and Marketing Head

+38 066 302 87 09

bashkin.alexander.s@gmail.com

www.linkedin.com/in/alexander-bashkin-30b24014



Summary

Marketing Professional w/17 yrs. experience EE markets. Led Marketing in large International and nationwide companies. Strategic, high-energy and creative professional with an understanding of building a marketing strategy, combined project and product management, innovative thinker and at the same time analytics with a deep passion for consumers. Proven track record of international and local brands launching and development, including profitability management, marketing, and communication strategy development from the scratch.

4 markets (Ukraine, Kazakhstan, Moldova and Uzbekistan)

12+ categories experience covering: FMCG, Agro, Finance, Retail, Tourism, Services and App.

Key skills:

- Long-Term Commercial Plan
- Marketing & Communication Strategy
- Brand Launch & Development
- Brand plan and Budgeting
- Research and data analyses
- Project management
- Value Management
- Strategic Planning

Experience

Strategy and Marketing Lead

Freelancer

- Create and develop the Brand Strategy
- Conduct research identify strengths and weaknesses, barriers and opportunities for growth
- Develop and rollout of the Marketing strategy to help achieve the Sales objectives
- Identify trends and insights, plan and execute marketing campaigns
- Reinforce brand leadership position and help grow it pipeline and customer base
- Collaborate with team brainstorm, and execute brand growth strategies
- Supervise the creation of creative assets, following the brand identity, look & feel and tone of voice
- Innovate and iterate on existing creative concepts, scaling what is working and eliminating what isn't
- Work with the team to develop ad that directly connects with the strategy, product and audience.

Experience with global international and local umbrella brands. Brands that I've worked with: OTP bank, KEEP TALK Kazakhstan (online service), Shymkent Brewery, Brewery No. 1, Umanpivo, Arasan Kazakhstan, Katerina Vlasyuk (lawyer), Tourist Club (tourism), Molokia (dairy), Lactonia (dairy), Adama Ukraine (agro), TSUM (retail), Baristy (coffee), President (dairy), Galetto (confectionery), Ekolavka (retail), Illusion (coffee), Azmol (oils), Zhivchik (beverages), Starokievsky kvass (beverages) and beer portfolio - Carlsberg, Tuborg, Holsten, Obolon, Zibert, Hike.

VP Marketing

Obolon JSC, FMCG (Beverages), leading Ukrainian brewery - 1000+ employees

Feb 13 - Sept 15

Company' strategic development

- Improving Company's efficiency, assisting in realization Company's mission and goals
- Implementing and managing organizational changes, strategic initiatives
- Performing Company's profitability analysis
- Investigating industry trends and competition, marketing research, analytics, forecasts
- Board and management reports

Marketing development and budgeting

- Planning, execute and control the implementation of annual marketing strategy
- Developing brand portfolio objectives, plans and strategy
- Planning and administrating complex budget for Marketing operations
- Supporting Marketing budgets

Exported markets development (CIS countries)

- Leading all aspects of marketing planning, budgeting and reporting
- Setting up and expand relationship with the distributors

Partner with Sales

- Developing brand portfolio plan into sales channels
- Forecasting and budgeting
- Sales volumes control and adjustment on a monthly basis

Team Leading

- Providing role model leadership, motivation and direction to the Team
- Maintaining a positive attitude that promoted teamwork within the Company and a favorable image of the Company
- Identify areas of development & assign trainings for individual employees in the Marketing Team

Marketing and Business Development Director

Carlsberg Ukraine, FMCG (Beverages) – 1000+ employees

Dec 10 - Jan 13

Marketing function leading and supervising

- Driving and implementing overall marketing strategy for all brands under the business's umbrella
- Global strategy coordination on local market working collaboratively with headquarter in Copenhagen
- Developing and implement marketing plans
- Budget management
- Work with sales teams on brand initiatives
- Proactively managed and communicated with all stakeholders across the Group
- Team leading: grow and coach a marketing team

NPD function leading and supervising

- Research and market segmentation to find opportunities for launching new products
- Working collaboratively with supply chain on NDP
- Developing and implementation launching strategy on market

Expand relationship with HoReCa partners

- Developing HoReCa segmentation to provide successful on-trade strategy
- Establishing brand portfolio, price and assortment strategies for HoReCa
- On-trade marketing activation plan development and implementation

Education

National Technical University "Kiev Polytechnic Institute" (Ukraine, Kiev)

End date 2002

Master's Degree in Management and Marketing

Language Skills

Ukrainian - native

English - Upper Intermediate