



Dmitry Bolotov

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PROFILE

Digital marketing professional with solid experience in content management, email marketing, social media marketing, YouTube promotion and digital analytics. I know basics of HTML, can work in Adobe Photoshop and Adobe Premier. I have been effectively managing various websites and social media pages. My qualifications include Diploma in Digital marketing and Social Media from Fitzwilliam Institute, Diploma in Marketing from Sydney Business School and Degree in Management from the Polytechnic University of St. Petersburg. I have also completed courses of HTML and WordPress.

EXPERTISE:

- Websites development
- Content management
- Social media management
- Email marketing
- YouTube marketing
- Digital analytics

KEY STRENGTHS

- Solid experience in marketing
- Proven experience in business development
- High-level analytical skills
- Ability to work with various tasks
- Strong presentational skills
- Fluent English

EMPLOYMENT HISTORY

October 2016 – present

**Digital Marketing Manager | St. Petersburg
Subway Russia / www.subway.ru
St. Petersburg, Russia
International Fast Food Chain**

Key responsibilities

- Execute company's B2B digital activities
- Manage B2B website (content, SEO)
- Lead generation and CRM management (Bitrix 24)
- Execute Yandex direct and Google Adwords campaigns
- Email marketing and webinar marketing
- Manage targeted portals (content, promotions)
- Design and manage SMM campaigns
- Digital analytics

January 2014 – September 2016

Digital Marketing Manager | Moscow
Creative Wine / www.creative-wine.ru
Moscow, Russia
Local wine producer

Key responsibilities

- Create, manage, coordinate and execute all digital marketing strategies in line with sales and marketing annual plan
- Manage main company website including SEO and content management activities
- Develop and implement digital campaigns for major social media
- Identify key marketing trends and opportunities for innovation
- Analyze and report effectiveness of the digital campaigns

November 2010 – December 2013

Digital Marketing Analyst | Sydney Australia
Village Roadshow / www.village.com.au
Sydney, Australia
Leading Australian Media Company

Key responsibilities

- Review and report sales from digital sales channels
- Analyse effectiveness of the major digital marketing campaigns
- Monitor competitors' campaign in digital media
- Review digital activities in social media

October 2007 – November 2009

Marketing Manager | Moscow, Russia
Brasil Foods / www.brf.com.br
International Food Supplier

Key responsibilities

- Review and report market trends, competitors' activities and all relevant information for Russia and CIS markets
- Develop product positioning and marketing strategy for the frozen foods category for Russia and CIS
- Design and manage marketing plans aligned with the agreed marketing strategy
- Plan and execute new product launches and promotional campaigns

August 2005 – September 2007

Brand Manager | Moscow, Russia
Russian Standard Vodka / www.russianstandard.com
Premium Spirits Producer

Key responsibilities

- Plan and implement annual marketing plans for IMPERIA vodka (luxury segment)
- Initiate and execute all research projects related to brand development (Usage and Attitude, price sensitivity, others)
- Manage a \$10M marketing budget
- Develop and execute advertising and promotional strategies
- Initiate and manage new product launches in Russia and CIS

February 2001 – June 2004

Brand Manager | *Moscow, Russia*
Imperial Tobacco / www.imperial-tobacco.com
Leading Tobacco Producer

Key responsibilities

- Develop and execute brand development strategy
- Plan and control advertising and promotional campaigns
- Market research and product development

January 1997 – February 2001

Area Marketing Manager | *St. Petersburg and Moscow, Russia*
JTI / www.jti.com
The world's third largest international tobacco company

Key responsibilities

- Coordinate all marketing activities in St. Petersburg / region
- Prepare the annual regional marketing plan
- Analyse and report key market trends

May 1994 – December 1996

Sales Representative | *St. Petersburg, Russia*
Unilever / www.unilever.com
The global multinational FMCG producer

Key responsibilities

- Maintain distribution of company's brands in key accounts
- Supervise the team of sales merchandisers
- Control promotional and trade marketing campaigns

EDUCATION

2013 – 2014

Fitzwilliam Institute
www.fitzwilliaminstitute.com.au
Diploma in Digital Marketing and Social Media
Sydney, Australia

2004 – 2005

Sydney Business School (University of Western Sydney)
www.uws.edu.au
Graduate Diploma in Marketing Management
Sydney, Australia

1998 – 2003

International Graduate School of Management
St. Petersburg Polytechnic University
www.igms.spbstu.ru
Bachelor Degree in Management
St. Petersburg, Russia

INTERESTS

Digital marketing, teaching, traveling, sport

REFERENCES

Available upon request