

MAX BELOV



OBJECTIVE

To obtain a chief marketing officer position in a Ukrainian or western company

KEY SKILLS

Goal-oriented, ambitious, analytical skills, strategic thinking, client handling skills, commitment to development and learning, creative, extremely communicative, flexible, sense of humor, innovative, negotiation skills, leadership, self-motivated, open minded, out-of-box thinker, aimed at personal development, planning and organizing capability, punctual, responsible, team-player

SUMMARY

- over 20 years of proven marketing, brand development, marketing communications and people management experience
- 9 years of manager experience, 8 years of CMO experience
- direct experience in marketing strategies developing and implementation
- experience in in-depth competitive analysis, brand positioning development
- experience in launching new brands, brand management and development
- deep experience in offline and online marketing
- experience and knowledge of using any kind of marketing communication activities, communication strategies and platforms, brand identities development and implementation
- experience in developing personnel motivation and marketing department KPI
- teaching and coaching experience in the field of marketing and communications

Year of birth 1978

Marital status Married, no kids, two cats

Phone +380 50 469 7788

E-mail belovmax@gmail.com

Personal pages belovmax.com, facebook.com/belovmax, linkedin.com/in/belovmax/

Portfolio belovmax.com/max-belov-portfolio/

PROFESSIONAL EXPERIENCE

NOVUS

NOVUS, retail network
Marketing Department

03.2023 – present

Deputy General Director for Marketing (contract on an annual basis, 40 subordinates)

Key challenge:

- To set up a highly effective marketing function
- To recruit a team, establish processes, implement KPI
- New brand positioning and rebranding to be developed

Key responsibilities:

- development and management of implementation of the company's marketing strategy, brand positioning, brand promises, etc.
- budget planning and management
- analysis of the effectiveness of various channels of promotion and sales, monitoring of marketing investments return
- development and implementation of marketing activities and initiatives, implementation, monitoring, performance analysis
- market analysis, competitor actions, development and implementation of standard reporting
- workflow and project management: tracking tasks, load control, prioritization of tasks and projects, etc.
- managing the marketing ecosystem inside and outside of the company with partners, providers, contractors, advertising and media agencies
- providers, contractors, advertising and media agencies
- people management: recruited new people to a team, KPI implemented

Key achievements:

- a new brand positioning was successfully developed launched <https://youtu.be/lkugUFN2trg>
- Growth of market share despite wartime



Pethouse, pets online store
Marketing Department

06.2022 – 03.2023

Chief Marketing Officer (contract on an annual basis, 9 subordinates)

Key challenge:

- To set up a highly effective marketing function
- To recruit a team, establish processes, implement KPI
- New brand positioning and rebranding to be developed

Key responsibilities:

- development and management of implementation of the company's marketing strategy, brand positioning, brand promises, etc.
- strategic planning and sales forecasting, budget planning and management
- analysis of the effectiveness of various channels of promotion and sales, monitoring of marketing investments return
- development and implementation of marketing activities and initiatives, implementation, monitoring, performance analysis
- managing the marketing department, workflow, project management: tracking tasks, load control, prioritization of tasks and projects, etc.
- managing the marketing ecosystem inside and outside of the company with partners, providers, contractors, advertising and media agencies
- people management: recruited new people to a team, KPI implemented

Key achievements:

- a new brand positioning was successfully developed launched <https://youtu.be/J8Ur2uqkBsI>, <https://youtu.be/zWGC2DL7UUA>



OLL.TV, online television provider
Marketing Department

03.2021 – 12.2021

Chief Marketing Officer (contract on an annual basis, 7 subordinates)

Key challenge:

- To set up a highly effective marketing function
- To recruit a team, establish processes, implement KPI
- Rebranding to be developed

Key responsibilities:

- development and management of implementation of the company's marketing strategy, brand positioning, brand promises, etc.
- strategic planning and sales forecasting, budget planning and management
- analysis of the effectiveness of various channels of promotion and sales, monitoring of marketing investments return
- development and implementation of marketing activities and initiatives, implementation, monitoring, performance analysis
- managing the marketing department, workflow, project management: tracking tasks, load control, prioritization of tasks and projects, etc.
- managing the marketing ecosystem inside and outside of the company with partners, providers, contractors, advertising and media agencies
- people management: recruited new people to a team, KPI implemented

Key achievements:

- a new brand positioning was successfully developed launched mmr.ua/show/oll-tv
- 1,5 times subscriber base increase in 9 months
- a unified system for monitoring of KPI marketing efficiency and brand health created



UPG, gas station network
Marketing Department

08.2020 – 02.2021

Chief Marketing Officer (6 months contract, 7 subordinates)

Key challenge:

- To set up a highly effective marketing function
- To recruit a team, establish processes, implement KPI
- New brand positioning to be developed

Key responsibilities:

- development and management of implementation of the company's marketing strategy, brand positioning, brand promises, etc.
- strategic planning and sales forecasting

- budget planning and management
- analysis of the effectiveness of various channels of promotion and sales, monitoring of marketing investments return
- development and implementation of marketing activities and initiatives, implementation, monitoring, performance analysis
- market analysis, competitor actions, development and implementation of standard reporting
- workflow and project management: tracking tasks, load control, prioritization of tasks and projects, etc.

Key achievements:

- a new brand positioning was successfully developed launched upg.ua/upg-liubov-z-pershogo-baka/
- 1,5 times subscriber base increase in 9 months
- leadership in sales of A-100 gasoline and the highest level of sales per station
- a unified system for monitoring of KPI marketing efficiency and brand health created



ПЛАНЕТА
КІНО

ПЛАНЕТА КІНО, modern cinema network
Marketing Department

06.2017 – 08.2020

Chief Marketing Officer (contract on an annual basis, 14 subordinates)

Key challenge:

- To set up a highly effective marketing function
- To recruit a team, establish processes, implement KPI
- New brand positioning to be developed

Key responsibilities:

- development and management of implementation of the company's marketing strategy, brand positioning, brand promises, etc.
- strategic planning and sales forecasting
- budget planning and management
- working with the brand, increasing awareness
- analysis of the effectiveness of various channels of promotion and sales, monitoring of marketing investments return
- formation and implementation of a set of activities aimed at attracting new customers
- development and implementation of marketing activities and initiatives, implementation, monitoring, performance analysis
- development and implementation of marketing activities and algorithms to increase ticket sales and additional products, services
- market analysis, competitor actions, development and implementation of standard reporting
- managing the marketing department and regional marketers
- workflow and project management: tracking tasks, load control, prioritization of tasks and projects, etc.
- work with consultants/contractors, analysis of work performed

Key achievements:

- a new brand positioning was successfully developed launched planetakino.ua/svidok/
- a unified system for monitoring of KPI marketing efficiency and brand health created
- Salesforce Marketing Cloud, the world's leading marketing campaign automation solution, implemented
- more than 100 product initiatives, promotional campaigns, events in cinemas and outside cinemas, sponsorships, special events, etc. launched
- business indicators, plan/fact 2018: average check 105%, revenue 97%, plan/fact 2019: average check 109%, revenue 102%
- EFFIE Awards: best marketing team 2021



НОВА ПОШТА

NOVA POSHTA, logistic company
Marketing Department

10.2016 – 06.2017

Head Of Marketing Communication Department (5 subordinates)

Key responsibilities:

- development of marketing strategy for the company in line with company objectives
- overall responsibility for brand management and corporate identity
- management of all marketing activities for the company through all business directions: C2C, B2C and B2B
- coordination of marketing campaigns with sales activities
- marketing budget development and maintenance

- planning and implementation of products and services development with R&D department
- planning and implementation of products promotional campaigns
- monitoring and report on effectiveness of marketing communications
- creation of a wide range of different marketing materials
- implementation of effective internal communications to ensure that all relevant company functions are kept informed about marketing objectives
- analysis of potential strategic partner relationships for company marketing

Key achievements:

- NPSshopping project successfully launched – over 500 orders per day
- Internet acquiring successfully launched – over 14K transactions in February 2017
- More than 10 co-promo successfully launched with such partners as: AliExpress, Rozetka, GearBest, LaModa, Brain, OLX, RIA, Samsung, lifecell, etc.



SOFTLINE GROUP UKRAINE, IT solutions provider
Marketing Department

04.2015 – 10.2016

Microsoft Senior Marketing Manager

Key responsibilities:

- fully responsibility for marketing evaluation and activities that drives new Microsoft products family Office 365 for business through Softline to the market
- development of the channel & go to market strategy, product positioning and messaging
- development and execution of promotional campaigns, online campaigns, events, etc. that shorten time to market
- responsibility for effective pass through every stage of the sales & marketing funnel, ensuring a positive customer journey and experience
- coordination of all go to market activities and marketing campaigns with sales focus and initiatives
- management of a marketing budget, ensuring that funds are optimized to maximum effectiveness, tracking the marketing investment return
- interaction with sales managers, customers, channel partners and Microsoft employees to communicate and evangelize marketing programs and collect feedbacks, gather and analyze customer insight

Key achievements:

- promo campaign successfully launched, 87% fulfillment of this financial year sales plan
- IT4SMB platform – All-in-one IT solutions for small and medium business – successfully launched.



MICROSOFT UKRAINE, software development company
Marketing and Operations Department

01.2014 – 02.2015

Channel Marketing Manager

Key responsibilities:

- engagement and focus on marketing channel through targeted marketing campaigns
- marketing relationship management and planning within multinational and regional partners
- assistance and support of Microsoft products and initiatives, ensuring marketing readiness, engagement activities and support through partner-driven demand generation
- marketing budget planning and management
- coordination and collaboration with Business Groups to ensure right coverage of partner's readiness across the market

Key achievements:

- Windows XP end of support communication and sales promo campaign launch
- Microsoft Office 365 Personal launch



«IPNET», TV and broadband internet provider
Marketing Department

01.2013 – 01.2014

Head Of Marketing Department (3 subordinates)

Key responsibilities:

- responsibility for IPNET marketing evaluation and activities
- evaluation of current marketing strategy, positioning, communication platform, etc.
- creation and implementation of annual marketing plan, product line (tariffs) fine-tuning
- development efforts leading and management to raise an annual marketing plan

- work with sales and IT to improve user acquisition and retention
- new services and promos development and launch

Key achievements:

- new “all-in-one” tariffs family launch
- New SMART TV group if innovative IPTV services launch



ROSBUSINESSCONSULTING, electronic payments system
RBK Money marketing department

03.2012 – 10.2012

Leading Marketing Manager (project work)

Key responsibilities:

- evaluation of current marketing strategy, positioning, communication platform, message, etc.
- creating and implementation of annual marketing development plan
- overall development efforts leading and management to raise an annual development plan
- creation of “campaign management” procedures to increase marketing department efficiency
- work with sales, IT and marketing to improve user acquisition and retention

Key achievements:

- new services developed and launched (virtual POS, special service for travel agencies, several co-promos with key-partners: Visa, World of Tanks, Ebay Today, etc)



VOLIA, TV and broadband internet provider
Marketing Department

10.2010 – 06.2011

New Business Development Manager

Key responsibilities:

- creation and implementation of annual development plan
- creating and implementation of annual marketing development plan
- development and implementation of new projects, leading cross-functional groups activity
- work with sales and marketing to improve subscriber acquisition and retention
- relationships development with current and potential partners & suppliers
- suppliers and manage relationship analyses to negotiate favorable contract

Key achievements:

- new product and communication campaign launch – TV+Internet for one price
- over 5 new projects and services



ASTELIT, life:) mobile operator
Marketing Department

01.2008 – 10.2010

Group Brand Manager (2 subordinates)

life:) (01.2010-10.2010), lifebox and BUSINESS life brands (01.2008-10.2010)

Key responsibilities:

- new positioning & rebranding, lifebox and BUSINESS life new communication platforms development
- development and implementation of all kinds of communication campaigns, promo-campaigns, services and products launches, etc.
- creative agencies management, initiating and participation in agencies bidding processes, day-to-day involvement, inspiration and control

Key achievements:

- 20 integrated marketing campaigns developed for life:), more than 60 campaigns developed for lifebox, more than 70 campaigns developed for BUSINESS life
- EFFIE awards, silver in communication products & services – “Sharks” campaign



ASTELIT, life:) mobile operator
– Marketing Department

12.2006 –01.2008

Lady Life:) Project Manager, Acquisition Specialist

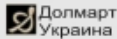
Key responsibilities:

- project development and support – positioning, values, audience, message, communication style & rules, partners eco-system, etc.

- achievement of marketing organization's goals by leading the project; effective acquisition activities launch, day-to-day coordination of all internal/external parties' activities
- new product development & launch (Lady life:) starter package)
- "free shopping" partner's program launch and support

Key achievements:

- Lady life:) subscribers base growth – 59% (08.2007 –12.2007)
- over 30 partners (160 outlets) acquired to free shopping program
- EFFIE awards, gold in communication products & services – Lady life:) brand launch
- More than 12 acquisition campaigns developed
- About 1,4 million new subscribers acquired



12.2003 – 11.2006

DOLMART-UKRAINE, elite wine&spirits importer
Marketing & Sales Department

GROUP BRAND MANAGER

Key responsibilities:

- global marketing strategy realization, marketing plans development
- pricing & accouterment policies realization, sales and purchase planning, budgeting
- development and implementation of ATL and BTL support
- new product lines, products launch and support

Key achievements:

- sales growth in Georgian wines category – 78% (2003-2004)
- sales growth in French wines category – 28%, in Chili wines – 11% (2004-2006)



08.2002 – 12.2003

UKRAINIAN MOBILE COMMUNICATIONS, mobile operator
Marketing & Sales Department

Trade Marketing & Merchandising Administrator

Key responsibilities:

- development and launch the "UMC internal merchandising" project
- working on visualization of UMC and dealers' shops, merchandising standards
- POSM production and distribution, working with POSM producers
- participation in development and realization of Jeans brand launch



03.2001 – 08.2002

UKRAINIAN MOBILE COMMUNICATIONS, mobile operator
Marketing & Sales Department

Customer Service Centre Representative

Key responsibilities:

- informing the subscribers on financial and technical questions, network services, international roaming, etc.;
- phone sales

LANGUAGES

Russian – native, Ukrainian – fluent, English – upper intermediate

COMPUTER SKILLS

Advanced user: Microsoft Office, 1C, SAP, Salesforce marketing cloud, Jira, Trello, other task and project management apps, etc.

ADDITIONAL

advanced driver, foreign passport

HOBBIES

Sailing (cruise and sport sailing, skipper license), skiing, cycling, playing guitar, travelling