

Ksenia Ponka

Brand Communications & Marketing

A high-performing communication practitioner with 8 years' experience at the national and international levels, including top positions. I promote companies and projects through omnichannel communication, combining PR, marketing, CRM, advertising, e-com, influence management, and SMM for a multiple business growth. Experienced working with B2C and B2B in Luxury, LS, Food, Fashion, Art, and E-com.

WORK EXPERIENCE

From Senior PR Manager to Brand Communications Director

Feb 2018 – Present

Baccarat, Lalique, Daum, Bernardaud, Christofle, Faberge, Moscow, RU

- Increased a net profit by 25% in EUR year-on-year despite self-isolation periods thanks to a new sales system for B2C and B2B customers
- Created a verified @tsum.home business account with 100% organic growth up to 10k followers in a year and first sales in 2 weeks after the launch (more than 40k EUR in one week)
- Found more than 15 new B2B partners to win new customers which gave +150% database growth

PR & Marketing Manager

Sept 2016 – Feb 2018

Ladurée, Bonpoint, Moscow, RU

- Improved PR efficiency: print coverage +71%, online coverage +169%, average reach +162% (according to TNS Mediascope and SimilarWeb)
- Performed organic IG growth +32% without any marketing budget (from 25k to 33k in one year)
- Achieved sales growth +64% thanks to launching a new CRM system, digital marketing activations, and influence

From Project Manager to Deputy Head of the PR Department

Apr 2014 – Sept 2016

Polylog PR Agency, Moscow, RU

- Started as a junior manager and made it to the top position in less than 2 years
- Managed teams from 8 to 40 people so that budgets and deadlines remained within the declared framework
- Was named among top 20 best PR specialists within Russia at the age of 23 by influential Russian business magazine

PR Manager

Jun 2013 – Jan 2014

Polylog PR Agency, Moscow, RU

- Curated 19 cinemas and 12 restaurants throughout Russia, including Moscow, Sochi, Ryazan, Rostov-on-Don, Voronezh
- Organised a series of film premiers with international celebrities such as Antonio Banderas, Ben Kingsley, Tom Payne, Marion Cotillard, Keanu Reeves, etc

CONTACT

- Istanbul, Turkey
(Open to Remote and Relocate)
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SKILLS

- Email Marketing
- Public Speaking
- Search & Strategy
- Negotiation
- Sales & Marketing
- PR & Events
- SMM & New Media
- Influencers & Celebrities
- Decision Making
- Teamwork & Management
- CRM Systems

LANGUAGES

- English (fluent)
- French (intermediate)
- Russian (native)

EDUCATION

Financial University under the Government of Russia
Bachelor of Management
Major in Project Management
Minors in Marketing and PR
Moscow, RU — June 2014

Awards: Student of the Year (2013), Potanin's grant for brilliant students (2013), Best International Student (2014, student exchange program, Troyes Commercial School, France)

OTHER

- Students mentor (2014-2019)
- WinTheDigital SMM course from Paper Planes Agency (2016)
- Certified TV & Radio Host (2021)
- Skillbox speaker (analog for Coursera): Team Management module in 14 different courses (present)