

KSENIA PONKA

Marketing Director

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Dubai, United Arab Emirates



SUMMARY

Mission-oriented Marketing Director with 12 years of global experience, mainly in luxury. I believe in collective goals and can help teams achieve them. A trusted advisor to the CEOs and Founders, I excel in developing strategies that drive business growth. I also thrive on embracing changes and challenges, making fact-based decisions, and fostering innovation.

EXPERIENCE

Marketing Director 08/2023 - Present
Dubai, UAE

Tanagra – Chalhoub Group

Company: A multi-brand luxury home & deco leader in the Middle East with a \$50M turnover and 13 stores in 4 countries (UAE, Saudi Arabia, Qatar, Kuwait). **Scope:** PR, Marketing, Social Media, CRM & Clienteling, Content Creation. **Team:** 4 direct reports, 13 in total. **Budget:** \$3M. **Reporting to:** Managing Director.

- Revamped and elevated marketing strategy, boosting gross profit margin by 6%.
- Pioneered a 360 ROI-driven mindset to enhance the customer journey across in-store and out-of-store touchpoints for the first time in the company's history.
- Structured and rebuilt "win-win" relationships with 35 brands and local partners to attract new B2C and B2B customers (Baccarat, Christofle, Laliq, EMAAR, Shamal, etc.)
- Led the development of a new brand platform, placing customers at the core of business.

www.tanagra.me

Marketing Communications Director 02/2022 - 08/2023
Tbilisi, Georgia

Apiceuticals

Company: An award-winning clean beauty brand named top 3 start-ups in Europe in 2022. The company derives over 80% of its revenue from its website. **Scope:** PR, Marketing, Social Media, Branding, Content Creation. **Team:** 10 people. **Budget:** \$220k. **Reporting to:** Founder.

- Elevated sales by 20% in the first quarter through strategic marketing leadership.
- Drove 85.5M media reach in the USA within a month through strategic PR leadership.
- Optimized partnerships with influencers, enhancing relations to reduce fees and promo costs, leading to 2,000 webinar opt-ins in 5 days with an organic 1M social media reach.

www.apiceuticals.com

Brand Communications Director 02/2018 - 02/2022
Moscow, Russia

TSUM Home – Mercury Group

Company: A multi-brand luxury home & decor leader in Russia with a \$30M turnover and 6 stores in Moscow and St. Petersburg. **Scope:** PR, Marketing, Social Media, Events, CRM. **Team:** 3 direct reports, 9 people in total. **Budget:** \$1M. **Reporting to:** Commercial Director.

- Drove sales and awareness through innovative strategies, delivering a +25% profit surge.
- Boosted client base by +150% through strategic B2B alliances, driving +63% in sales.
- Strategically launched a business Instagram account, resulting in €40k in sales during its inaugural week.

www.tsum.ru

Marketing & PR Manager 09/2016 - 02/2018
Moscow, Russia

Ladurée Russia, Bonpoint Russia - Aizel Group

Company: The exclusive representative and distributor of French luxury brands in Russia with \$8M turnover. **Scope:** PR, Marketing, Social Media, Events, CRM, Content Creation, Corporate Sales. **Team:** 2 people. **Budget:** \$100k. **Reporting to:** Marketing Director.

- Implemented new CRM system, boosting sales by +64% through improved retention rate.
- Delivered consistent year-over-year brand awareness growth by +150% on average.
- Grew 2 Instagram accounts organically by +32% using effective social media strategies.

www.aizel.ru

STRENGTHS

👥 Servant Leadership

I cultivate a synergetic environment, empowering my team to excel and reach their highest potential.

💡 Entrepreneurial Spirit

I treat the business as if it were my own and consistently drive innovative strategies for its success.

🏆 Achiever Mentality

I love the challenge of being told "it's impossible" and turning it into a profitable project.

CERTIFICATION

Digital Marketing

The Open University, Google Digital Garage & IAB Europe, 2023

Inbound Marketing Optimization

HubSpot Academy, 2023

Sustainability Strategies

LinkedIn Learning, 2022

Metaverse & NFTs for Marketing

LinkedIn Learning, 2022

ACHIEVEMENTS

☆ Certificate of Recognition

Honored by the Mayor of West Hollywood for exceptional PR leadership at the Fundraiser for Refugees from Ukraine, resulting in increased awareness, higher attendance, and more donations.

🏆 Top 20 Communication Professionals in Russia

Achieved national recognition at 23, standing out among top experts, and showcasing my exceptional communication skills and talents.

LANGUAGES

English Proficient ●●●●●

French Advanced ●●●●●

Russian Native ●●●●●

EXPERIENCE

Deputy Head of Department 04/2014 - 08/2016
[Polylog Consulting Group](#) Moscow, Russia

Company: Integrated public relations and marketing services. Clients include Mattel, Phillips, Logitech, Microsoft, Mitsubishi, Samsung, UNESCO, etc. **Scope:** PR, Marketing, Social Media, Events. **Team:** 8 people. **Budget:** from \$50k. **Reporting to:** Head of Department.

- Attained 100% KPIs and client satisfaction via effective leadership & team management.

[www.polylog.ru](#)

EDUCATION

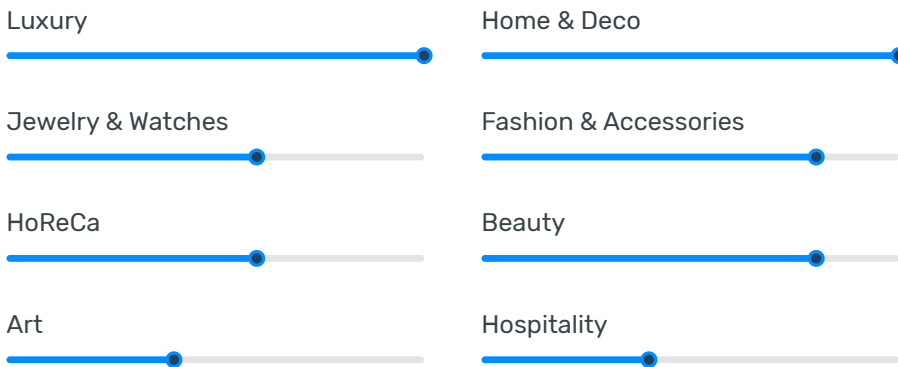
International Business Administration (INBA) 2013 - 2014
[Y SCHOOLS \(ex-Groupe ESC Troyes\)](#) Troyes, France

Bachelor of Science in Project Management 2010 - 2014
[Financial University under the Government of the Russian Federation](#) Moscow, Russia

HARD SKILLS

Digital Marketing · Brand Development · Marketing Automation · Content Creation · Content Management · SEO · SEM · Data Analytics · Reporting · Budgeting · CRM · Clienteling · Social Media Marketing · Email Marketing · Affiliate Marketing · Video Production · New Media · A/B Testing · UX/UI Principles · Influencer Partnerships · Public Relations · Event Marketing · Retail Marketing · 360 Communications · Digital Media · Localization · Planning · Advertising · Partnerships · Performance Marketing · Project management · Sustainability

INDUSTRY EXPERTISE



REFERENCES

[Available upon request](#)

VOLUNTEERING

Peer Reviewer - Marketing

Y.PRACTICUM e-Learning

06/2023 - Present

Supporting students with personalized feedback and tailored recommendations.

Keynote Speaker - Marketing

Mesto Co-Working Platform

02/2022 - 08/2022

Helped start-up founders in navigating international marketing, communications, personal branding, and cultural nuances.

Student Mentor

Financial University and BHSAD

02/2014 - 04/2022

Shared my expertise in marketing, PR, communications, leadership, SMM, etc.

TOOLS & SKILLS

Software

Ahrefs · Wix · Hootsuite · SendSay · MS BI · Klaviyo · HubSpot · Mailchimp · Semrush · Salesforce · Canva · Miro · Prezi · Figma · Photoshop · InDesign · FinalCut · Amplitude · Tableau · Looker · Medallia · Trello · Monday · Notion · Google Analytics · Sprout Social

AI

Midjourney · D-ID · DALL-E 2 · Chat GPT4 · HeyGen Lab · Surfer SEO · Jasper

Soft Skills

Leadership · Team Management · Agility · Financial Acumen · Analytical Mindset · Collaboration · Creativity · Negotiation · Emotional Intelligence · Problem-Solving · Listening · Problem-Solving · Tenacity · Time management · Strategic Thinking · Adaptability · Visionary Approach · Ethical Judgment · Conflict Resolution