



Ksenia Ponka

Head of PR & Marketing

PERSONAL PROFILE

A high-performing communication practitioner with 8 years of international experience, including such markets as France, Italy, the U.S.A., Armenia, Georgia, and Russia. Specializing in omnichannel consistent marketing communications. Experienced in different industries, starting from French lifestyle and luxury brands and ending with telecom and food.

WORK EXPERIENCE

From Senior PR Manager to Brand Communications Director

BACCARAT, LALIQUE, DAUM, BERNARDAUD, CHRISTOFLE, FABERGE
FEB 2018 - PRESENT

- Increased a net profit by 25% in EUR year-on-year despite self-isolation periods thanks to a new B2C and B2B sales system
- Created a verified business IG account with first sales of 40k EUR in one week and 100% organic growth up to 10k followers in a year
- Found 15+ new B2B partners to expand the client's database which gave +150% growth and +63% impact on sales

PR & Marketing Manager

LADURÉE, BONPOINT, CHARLOTTE OLYMPIA
SEP 2016 - FEB 2018

- 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 of +64% thanks to launching a new CRM system, digital marketing activations, and influence

From Project Manager to Deputy Head of the PR Department

POLYLOG PR AGENCY
AUG 2014 - AUG 2016

- 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 the top 20 Russian PR specialists at the age of 23 by the influential Russian "Business magazine"

PR Manager

LUXOR FILMS & DISTRIBUTION
JUN 2012 - JAN 2013

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

EDUCATION

Finance University under the Government of the Russian Federation

BACHELOR IN PROJECT MANAGEMENT | 2010 - 2014

Awards: Student of the Year (2013), Project of the year (2014), Best Diploma(2014)

École Supérieur de Commerce (Troyes, France)

INTERNATIONAL BUSINESS ADMINISTRATION | 2013 - 2014

Awards: Best International Student of the Year (2014)

CONTACTS

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Open to remote or relocate

LANGUAGES

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

HARD SKILLS

MarCom: SendSay, Mailchimp, Salesforce
Photo: Photoshop, Adobe Illustrator
Video: iMovie, FinalCut
Tasks: Trello, Slack, Notion, Jira
Visualization: Canva, Miro, Prezi
Others: 1C, Citrix, Microsoft Dynamics AX

SOFT SKILLS

- Successful negotiations
- Search & Strategy
- Public speaking
- Teamwork & Management
- Decision making
- Enthusiasm & Proactivity

NON-WORK EXPERIENCE

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