



CONTACT

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EDUCATION

BACHELOR OF ARTS

Advertising, Marketing
Communications and PR

(London Metropolitan University)

2019

FOUNDATION BACHELOR OF ARTS

Hospitality Management

(University of West London)

2016

SKILLS

Attentive to detail

Creative

Multi-tasker

Strong Communicator

Proactive approach to problem
solving

Highly organised

Driven

Anna Polevaya

PROFESSIONAL PROFILE

I am a motivated self-starter and a creative outside the box thinker. I am looking to expand on current experiences and skills within the marketing sector. I am able to prioritise and manage my time while multi-tasking projects to meet deadlines. I also quickly establish rapport and build trust within a new team environment and bring fresh innovative perspectives to the table. I am constantly looking to learn and develop my skills by stepping out of my comfort zone. Fluent in Russian, Ukrainian and proficient in Microsoft Office.

PROFESSIONAL EXPERIENCE

Marketing and Communications Assistant

Mumshape - Wellbeing platform for pre and post-natal women

11 / 2018 – present

Tasks

- Performing market analysis and research on competition
- Creating copy for website, blog and Social media platforms
- Assist with daily administrative duties
- Preparing promotional presentations
- Assisting in distribute marketing materials
- Managing and updating company CRM systems
- Organising and hosting marketing events

Customer Service Executive

Zego Insurance, Tech start-up

08 / 2018 – 07 / 2019

Tasks

- Being the first point of contact for sales, support and problem resolution
- Collecting and analysing customer insights to help plan communication strategies and build efficient processes
- Generating New leads through email and text marketing
- Executing individual and team KPI targets
- Training and mentoring new starters to build a strong collaborative team culture
- Event organiser for team socials

Social Media Intern

Project Set

03 / 2019 – 06 / 2019

Tasks

Assisted a variety of start-ups with:

- Writing content and PR releases
- Collaborated on marketing plans, new ideas and concepts
- Planned out both organic and paid SEO optimisation
- Monitoring social media metrics
- Implemented email marketing campaigns
- Promote and support various promotional campaigns and competitions



TECHNICAL SKILLS

Photoshop

Google Ad Words

MS Office Suite

- Excel
- Word
- PowerPoint

LANGUAGES

English

Russian

Ukrainian

Bar Supervisor

The Savoy Hotel

04 / 2017 – 09 / 2017

Tasks

- Building and maintaining relationships with VIP and regular clients
- Liaising with media for press coverage
- Team motivation & analysing staff performance
- Assisted with design and concept of the tunnel menu
- Rota writing & holiday planning
- Overseeing and implementing training and development plans
- Meeting and exceeding departments service and financial goals
- Maintenance and control of stock

Head Hostess

The Savoy Hotel

09 / 2014 – 03 / 2017

Tasks

- Dealing with complaints and initiation on customer loyalty programmes
- Organising, planning and managing events in the restaurants private dining area
- Liaising and upholding relationships with media for press release and promotional activity
- Operating with Opera PMS system
- Deputise in the manager's absence
- Managing daily reports and forecasts
- Training and mentoring new members of staff
- Ensuring a smooth service and guest satisfaction

VOLUNTEER EXPERIENCE

Coral Restoration and Island Renovation

Huvadhoo Aid (Maldives)

08 / 2019 – 09 / 2019

Tasks

- Coral survey and reef restoration
- Beach clean ups
- English teaching and community sports
- Island renovation (painting)
- Mangrove and tree planting

Volunteer

Lewisham food bank

12 / 2018 – 05 / 2019

- Supporting my local community by regularly volunteering to help feed people in need
- Donating food, money and toiletries
- Helped to cook, clean, sort and serve food

INTERESTS

- Digital Media
- Photoshop
- Graphic Design
- Cooking
- Travelling
- Conservation
- Outdoor Sports
- Volunteering

REFERENCES AVAILABLE ON REQUEST