

# Maria Antoshulskaya



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**Date of birth** 04.08.1977

**Summary** Commercially minded marketing specialist with good business judgements, strong strategic capabilities. Leadership and general management experience. Excellent interpersonal and communications skills provide the ability to operate effectively at all levels.

Great experience in strategic marketing planning, promotion of the company and products, advertising and direct marketing, branding, experience in website design and promotion.

**Education** 2013 - 2018 HAAGA-HELIA University of Applied Sciences, Helsinki, Finland  
*Bachelor of Business Administration (Master's Degree)*

2002 - 2003 Institute of Economics and Finances, St.-Petersburg, Russia  
*Marketing specialist (Marketing of commercial activities)*

1994 - 1999 University of Technology and Design, St.-Petersburg, Russia  
*Masters degree in Economist (Business accounting and audit)*

## Professional Experience

**04/2013 - present IMAPRO, Espoo, Suomi**  
***Marketing director & President***

- Internet marketing analysis in Russia
- Russian speaking assistant services
- promotion of the company to the Finnish and Russian market
- search for new clients
- Websites SEO optimisation for Russian search engines
- Websites translation to Russian

**Achievements:** [www.imapro.fi](http://www.imapro.fi)

**05/2011 - 09/2011 Alma Tour Oy, Helsinki, Finland**  
***Marketing Specialist***

- promotion of the company to the Russian market
- search for new clients
- analysis of competition environment
- analysis of tours, holidays destinations, hidden extra payments of the competitors
- preparation for creation of dedicated business direction for selling tours departing from Helsinki for Russian clients

**02/2003 - 05/2009 Mining group EZTAB CJSC, St.-Petersburg, Russia**  
***Head of marketing department***

- management of sales and marketing departments of industrial company
- participation in the company strategy development
- promotion of the company and mining equipment to the market
- analysis of the market, company performance and products assortment
- market and clients segmentation
- regular monitoring of customers support service
- calculation of the company and products profitability
- development of advertising and promotions media-plan
- design of promotional booklets and catalogs

**Achievements:** trademark "EZTAB" made well known on Russian market and also in former USSR countries, company's website rating improved significantly, sales increased by approximately 30%, created detailed database of the clients.

**07/2000 – 02/2003 Mining group EZTAB CJSC, St.-Petersburg, Russia  
Manager of sales department / marketing department**

- personal and telephone sales of mining equipment and other goods (construction materials, suburban housing construction, etc.)
- analysis of competition environment
- making contracts with the clients and business negotiation experience
- preparation of promotional booklets
- work in the supplies department (partners search, planning, etc.)
- experience in creating presentations in PowerPoint

**Achievements:** created a subsidiary company of "EZTAB" group, organised company's office work in St.-Petersburg, trademark promoted in North-West region, sales increased by 200% during 2 years.

**08/1999 – 06/2000 SIMPEX Ltd., St.-Petersburg, Russia  
Manager**

- contracts drafting, calculation of deals profitability, document management

**06/1998 – 02/1999 Maxidom LLK, St.-Petersburg, Russia  
Office-manager**

- organization office management, document management, contracts drafting

**Professional  
Development**

2009-2010 Finnish language courses, UNIC-palvelut Oy, Forssa, Finland  
2010-2010 Finnish language courses (second level), Faktia Oy, Forssa, Finland  
2010-2010 Business course, Faktia Oy, Forssa, Finland  
2011-2011 Professional planning training, Edupoli Oy, Vantaa, Finland  
2012-2012 Finnish language courses (YKI), Espoo, Finland

**2009-2010 working practice:** translations of websites and brochure in Forssa's aqua-centre Vesihelmi [www.vesihelmi.fi](http://www.vesihelmi.fi), Forssa's city hall [www.forssa.fi](http://www.forssa.fi) and Development Center of Forssa Region (FSKK Oy) [www.fskk.fi](http://www.fskk.fi), [www.forssa-region.fi](http://www.forssa-region.fi)

**2012-2012 working practice:** promotion of the company JUR-infokeskus Oy to the Russian market, searching for new clients, website [www.jurinfocenter.com](http://www.jurinfocenter.com) promotion.

**Languages**

Russian – native  
English – good  
Finish – good

**Assets**

MSOffice, OpenOffice, Windows, 1C, Power Point  
Certificate @-level

Driving License B

**Hobbies**

Travelling, literature, yoga, painting