

Paul Dykun

Date of a birth: July 29, 1975

Registration: Moscow

Education:

HIGH SCHOOL: Socially-legal institute of economic safety. Company Management. Economic Safety.

HIGH SCHOOL: Moscow State University of Commerce. International Economic Relations.

Ph. +7 (495/903/925) 798-7111 (mobile). +7 (495) 485-4193 (home)

E-Mail: pauld@bk.ru

Previous Experiences:

Open Company «KSEMA», "Tern" Group, Key Account Manager, Area Sales Representative (11/2007-04/2009)

Quota caring – 6M annually. Interaction with federal and local governmental structures, ministries, agencies and organizations, energetic and telecommunication companies, oil and gas business. Company and sales representative in above. Develop and maintain relationship with partners to expand selling. Build and execute a sales plan for assigned territory. Develop deep understanding of product capabilities and value proposition and be able to present to customers and prospects in a highly effective manner - both at an engineering and executive level. Develop and deliver accurate sales forecasts in line with business objectives. Negotiate sales transactions. Attend industry forums, tradeshows and events as required. Selling product portfolio to existing and new accounts in Russia. Monitor competitor sales, marketing activities and pricing levels, and give feedback to upper management. Provide feedback to management on customer demand and product needs for the Telecom and Government market.

Achievements: Following accounts reached: AFK "Sistema", Ministry of Emergency, TransTelecom Company, UralKaly, KostromaEnerg

Open Company «ZTE Corporation - Svyaztehnologii», Moscow Representative Office of ZTE Corporation (China), PR Manager (04/12/2006-11/2007)

Interaction with mass-media (business, branch, the Internet), preparing of press releases, clauses, expert opinions. Preparation of interviews with company TOP-management and technical experts. Competitive PR-activity analyzing. Preventive PR. Information occurrence monitoring. Specialized text preparation for marketing materials. Assistance and participation in holding conferences, seminars for Pre-sale and After-sale. Development of advertising campaigns concepts, media planning, dealing with HQ. Holding the negotiations with press advertising departments for providing the most effective conditions for the company. Advertisement placement, keeping an eye on issue, efficiency analysis.

Achievements: Competitors analysis was prepared, marketing events plan was developed and realizing. Within a new strategy the items of new advertising campaigns were developed and the series of new advertising lay-outs for print and online were created. Marketing materials was prepared, new web site developed and filled.

JSC «Center Kasperskogo», «Kaspersky Labs». Marketing Department Director in Russia, CIS countries and Baltic (07/2006-10/2006)

General Department Management, marketing strategy development for Russia, CIS countries and Baltics, marketing budget planning and control, development and realization of marketing activities, regional promotional programs, clients and channel loyalty programs, vendors relationships (Intel, Microsoft, Sun Microsystems etc.) for joint marketing activities, corporate event management, coordinating organizational exhibition issues.

Achievements: Department setting up. Regional promotional program was developed and established. Release of new generation corporate software was developed. Channel loyalty program was successfully developed.

JSC «Center Kasperskogo», «Kaspersky Labs». Marketing communications and PR manager in Russia, CIS countries and Baltic (10/2005-07/2006)

Interaction with mass-media (business, branch, the Internet), preparing of press releases, clauses, expert opinions. Preparation of interviews with company TOP-management and technical experts. Competitive PR-activity analyzing. Preventive PR. Information occurrence monitoring. Specialized text preparation for marketing materials. Assistance and participation in holding conferences, seminars for Russian sales office. Development of advertising campaigns concepts, media planning, dealing with agency and external contractors. Holding the negotiations with press advertising departments for providing the most effective conditions for the company. Advertisement placement, keeping an eye on issue, efficiency analysis.

Achievements: The release of new generation products for personal customers was successfully established. Within a new strategy the items of new advertising campaigns were developed and the series of new advertising lay-outs for print and online were created.

FREELANCER. The head of group of experts in marketing, advertising and PR (27/09/2001-04/2003)

Independent group of experts in marketing, advertising and public relations

Marketing, advertising and PR consulting for small and medium business. All trends of marketing and PR activity. Branding. Interaction with mass-media. Preparation of advertising and PR materials, negotiations with advertising services of mass-media, publication, productivity control. Company's and personalities' image creation. Development of strategic marketing plans, assistance in programs realizations, tactical marketing.

Achievements:

- 1) Developing and holding rebreeding actions of ATM-Service company, which is the system integrator in bank sphere. Making the logo, company style and style-guide, company profile, layouts, promotional and information materials, web-site, its fulfillment, banners creation, writing and editing articles for magazines.*
- 2) Marketing functions development and statement in ROSH Telecom company (Representative office of Gilat Satellite Networks). Complex marketing activities on business development were worked out and realized: marketing research, strategic alternatives scenarios development, strategic marketing planning, analysis of actual company state, esteem of risks, business process efficiency, organizing structures and key procedures. Planning of marketing activities for demand forming and sales support, competitors marketing behavior analysis, mass-media interaction optimization in the sphere of advertising and PR, web resources structure optimization, advertising and marketing actions efficiency esteem, the control under marketing, advertising and PR company departments.*
- 3) Consulting and agency services on marketing communications for Vervysell-Projects Company, which is system integrator. Writing and editing of company profile, layouts, press-releases, information materials on projects and services of the company, success-stories, magazine articles, design of corporate prints. Information support of company projects (IBM, Paradigm, Vervysell - the data-centers for analysing seismogram data for oil and gas extracting companies, clusters, software etc.)*

Languages

English – Upper Intermediate Level in speaking and reading

Professional Skills

Preparation and running business negotiations; planning and allocation of resources; contract management; financial and business accounting; management of client databases; assessment of economic efficiency of projects; budgeting and budget supervision;

Software proficiency: operation systems – windows both client and server, linux – distributions Debian, RedHat etc., office – MS Office, StarOffice, Project, Visio Pro, internet and mail apps, media software – Adobe CS4 in semi-professional experience, CRM – SSDC, MS CRM, budgeting – Prophix.

Personal Profile

Efficient in both individual and team work for achievement of the corporate purposes. I have an experience of supervising long-term complex projects. I have acquired skills of solving difficult situations. Enjoy communicating with clever people. Fond of reading economic, computer and telecommunications technology articles. Driving license category "B". 8 years driving experience.

References

Mr. Roman Sarachev, Deputy Director KSEMA Ltd. TERN Group of companies, tel. +7 (909) 638-54-38

Mr. Vladimir Sedov, Business Operations Manager, CISCO Systems, tel. +7 (985) 233-43-11

Mr. Dmitry Koloskov, Sales Representative Russia, CIS and Baltic States, IronPort, CISCO Systems, tel. +7 (985) 220-04-47