

PONOMARENKO OKSANA



CONTACT

Gvardiyska street, building 8A, flat. 3,
Mykolayiv region, Pervomaisk city,
Ukraine

+380972170315

ksukha.ponomarenko@gmail.com

SKILLS

- SEO and SEM
- PR and media engagement
- Product development
- Visuals and graphics acuity
- Brand marketing

PROFESSIONAL SUMMARY

Results-focused employee with experience developing motivated, dependable teams. Communicates and delegates effectively to aid timely, quality completion of projects. Sales and marketing leader experienced in managing high performing teams. Focused and determined professional with expertise to promote company message to wide audience. Confident and persuasive communicator in-person and in digital spaces.

EXPERIENCE

Fonbet (Betting company) | Moscow

November 2020 - January 2023

Marketing Manager

- Contributed to overall aims and ethos of organisation.
- Supported working environments to attract and retain talent.
- Wrote engaging blog content incorporating keywords that increased web traffic.
- Handled digital channels content development and editing for multiple platforms.
- Supported campaign performance reporting through campaign data collection and presentation.

First Casino UA (online casino) | Kyiv

June 2018 - November 2020

Affiliate Manager

- Directed marketing staff in planning and executing promotional projects.
- Liaised between company executives and department employees.
- Used sales records, market assessments and seasonal changes to guide special sales activities.
- Analysed and optimised marketing campaigns for increased ROI.
- Generated leads and identified potential new markets.

Favorit Sport (betting company) | Mykolaiv

March 2014 - June 2018

Betting Shop Cashier

- Used POS systems to process debit and credit card payments.
- Delivered genuine, tailored and delightful service.
- Applied discounts and gift cards through strong systems and corporate knowledge.
- Processed refunds and exchanges, carefully inspecting items before accepting returns.
- Changed tapes and ribbons of cash register machines regularly to produce clear printed receipts.
- Demonstrated strong product knowledge to upsell and assist with customer enquiries.
- Minimised waiting times by processing transactions and resolving queries quickly and efficiently.

JSC Privatbank | Mykolaiv

November 2010 - March 2014

Bank Manager

- Exhibited high levels of customer service and a sound understanding of retail and business transactions.
- Carried out business development activities by participating in local events and generating referrals.
- Target driven
- Managed relationships with high net worth clients and derived business through these relationships.

JSC Oshchadbank | Mykolaiv, Ukraine

April 2003 - November 2010

Bank Cashier

- Provided online banking support to older customers requiring tailored IT guidance.
- Paid bills and executed money transfers on clients' behalf.
- Kept accurate records for processed transactions.
- Assisted customers with ad-hoc and unusual requests.

- Informed customers of different options available to meet their needs.

E D U C A T I O N

July 1999
Kyiv National Economic University, Kyiv, Ukraine

L A N G U A G E

Ukrainian	Russian	English
Native	Native	Intermediate (B1)