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**YEKATERINA
LEVOCHSKAYA**

GOAL

As a member of the Marcom committee of SPIBA I'd like to attract interesting speakers, organize events that will allow members to benefit and get valuable insights to help their business marketing activities' development and growth. As marketing and PR are extremely important functions for any company, this topic attracts the most attention from all members. Establish a two-way communication channel with members of the association to evoke their needs and expectations to trace the latest trends. Also, find possible ways to cross-promote SPIBA and its members outside of SPIBA. Allow members of the association to promote themselves among other members. Increase networking opportunities for the benefit of SPIBA members.

WORK EXPERIENCE

COUNTRY MANAGER • M-BRAIN RUSSIA • 2012-TO PRESENT

As a Top-Manager for Russia organized and implemented strategy for company development, generated and participated in over 300 projects for clients working in B2B and B2C sectors. M-Brain is a supplier of business intelligence services and media analysis services to leaders of the market in various industries. Target audience are top-managers, strategic function, marketing, branding and communications, GR.

COUNTRY MANAGER • ESMERK RUSSIA • 1994-2012

Developed the company and client base in Russia and CIS, participated in numerous projects for clients in construction, food and drinks, chemicals and cosmetics, heavy machinery, financial services, etc.

EDUCATION

MBA • IMISP

BA IN ECONOMICS • SPBGU

AA in Journalism, CA, USA

Sanoma JUMP program for managers

Fluent in English and Russian, Intermediate French

SKILLS

Excellent Marcom skills

Has led and participated in various activities and projects in marketing, PR and sales, as well as strategic planning