



# LIUBOU ZHAUNIAROVICH

## B2B COORDINATOR IN ITALY

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📍 Milan, Italy

## PROFILE

*I help companies to find and retain their customers and partners thanks to my experience in marketing and business development together with efficient communications in three languages.*

*My journalistic and economic backgrounds and work for different companies in Italy, Germany, UK and Belarus enable me to face challenges confidently and feel comfortably in any work environment.*

*I love to set up goals and enjoy the process of their achieving. I'm hungry for success and keep enriching my knowledge. I maintain positive life attitude which empowers me with the great energy and makes impossible to become nothing.*

## EMPLOYMENT

Dec. 2018 –  
current

### Junior Account Competence S.r.l., Milan, Italy

- Social media community's management, company's reputation monitoring, competitors' activities analysis;
- Collaboration as an external consultant with Employee Communications and Event Management Department at **Assicurazioni GENERALI S.p.A.**

Jan. – Apr.  
2018

### Marketing Specialist ITnet S.r.l., Milan, Italy

- Company marketing audit;
- Marketing and editorial plans development;
- Content production in Italian & English.

Nov. 2014 –  
Dec. 2016

### Business Development Executive in CIS countries ALFAGOMMA Group, Vimercate (MB), Italy

- Initiated and completed market research for developing go-to-market strategy;
- Built and promoted productive business relationship with channel partners;
- Expanded company business in CIS countries by gaining **7** new customers and increasing sales by **86%** during 2016.

Sep. 2013 –  
Sep. 2014

### Marketing Coordinator Russia and Eastern Europe Datalogic ADC S.r.l., Vimercate (MB), Italy

- Developed, budgeted and implemented direct and channel marketing plans;
- Collaborated on daily bases with regional Sales Managers to support sales initiatives and to adopt marketing activities according to the particular country requirements;
- Managed and executed email marketing activities, including content writing and technical translation;
- Proposed the idea, elaborated the strategy and managed channel partner loyalty program in Russia (30 partners, 5 months), which increased sales by **30%**;
- Organized internal & external events for up to 150 participants (conferences, partner meetings, trainings, webinars, etc.).

Aug. 2012 –  
Jan. 2013

### Intern for CRM & eCommerce Group Panasonic Marketing Europe GmbH, Wiesbaden, Germany

- Assisted with setting up and management of online marketing campaigns (lead generation, up-sells & cross-sells);

- Conducted profound competitor analysis and market research of CRM and eCommerce activities, which became the basis of the Master Thesis.

Apr. 2008 –  
Aug. 2010

**Project Manager**  
**PRKvadrat Agency, Minsk, Belarus**

- Set up, managed and controlled budgets and timelines;
- Brainstormed and elaborated marketing strategies together with Creative Department;
- Successfully led, owned and drove team for more than **70** various BTL projects as a coordinator and as a cross-functional member of other teams.

Oct. 2002 –  
Sep. 2007

**Managing Editor, Journalist**  
**Different Media, Minsk, Belarus**

- Wrote **500+** articles covering a wide range of topics for online and print media;
- Accomplished successfully an internship at the “Russian Courier Newspaper” in London, UK;
- Managed my own column on weekly basis.

## EDUCATION

2010-2013

**Master in International Management**  
**Faculty of Economics, University of Trento, Italy**

*Main subjects:* International Management and Marketing, International & Corporate Finance, International Competition Law & International Contracts Law – **in English;**

*Master Thesis* “How consumer electronics manufacturers could make best use of customer relationship management”.

2004-2006

**Graduate School of Advertising**  
**Academy of postgraduate studying, Minsk, Belarus**

*Main subjects:* Marketing, management and advertising fundamentals;

*Special courses:* TRIZ (Theory of the resolution of invention-related tasks) and Advertising campaign projecting and PR fundamentals.

1999 – 2004

**Master (eq.) in Journalism & Communications**  
**Faculty of Journalism, Belarusian State University, Minsk, Belarus**

*Main subjects:* Theory and Methodology of Journalism and Communications.

## TRAININGS & COURSES

March – May  
2019

*Brand Reputation & Digital PR.* Certificate of the European Institute of Design (IED, Milan, Italy);

June 2017

*Content Marketing.* Certificate of the online course by HubSpot Academy (HubSpot.com);

Apr. – Sep.  
2016

*Social Media Marketing Specialization.* Online course of the Northwestern University provided by Coursera.org;

Apr. – May  
2015

*Marketing in a Digital World.* Online course of the University of Illinois provided by Coursera.org;

July 2011

*Sustainability and economics.* Course within the framework of T.I.M.E. European Summer School, Universidad Politécnica de Madrid, Madrid, Spain;

March 2011

*European Parliament simulation* within the framework of Students for Europe – Brussels ASBL Program, Brussels, Belgium.

## OTHER

**Languages:** English (C2), Italian (C2), Russian & Belarusian (Native)

**Computer Literacy:** MS Office, Google Analytics, Lotus, SAP, Salesforce, Genius, Photoshop (basics).

**Skills:** B2B-marketing, business communications, social media communities’ management, account management, business development, market research, strategy development, project management, budgeting, event organization.