

Resume

Personal details

Name	Daria Logunova
Email address	dashalogunova40@gmail.com
Phone number	+30 6948940167
Address	Agias Zonis 83, 11256 Athens
Date of birth	October 10, 1999
Place of birth	Moscow, Russia
Gender	Female
Nationality	Russian Federation
Civil status	Single
LinkedIn	linkedin.com/in/daria-logunova-678908228



Performance Marketing Manager with 1 years in digital marketing, specializing in media buying, campaign optimization, and ROI maximization. Proven track record in driving successful ad campaigns across various platforms. Seeking to leverage expertise in performance marketing

Core Competencies

- Strategic Media Buying: Expertise in planning, negotiating, and executing media buys across platforms like Google Ads, Facebook, and programmatic networks, ensuring optimal reach and engagement.
- Campaign Optimization: Ability to continuously analyze and refine campaigns through A/B testing, data analysis, and performance metrics to maximize ROI and reduce customer acquisition costs.
- Budget Management: Proficient in managing advertising budgets, ensuring cost-effectiveness while meeting or exceeding campaign objectives.
- Cross-Channel Marketing: Skilled in integrating media strategies across multiple channels to create cohesive and effective marketing campaigns that drive consistent results.
- Creative Collaboration: Experienced in working with creative teams to develop compelling ad copy and visuals that align with campaign goals and resonate with target audiences.

Employment

Jan 2016 - Oct 2016	Manager`s assistant ЗАО "ФПГ Энергоконтракт", Moscow Sales department.
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Assisted in sales operations, customer interactions, and report generation.
Supported the development of sales strategies.

Jul 2018 - Jul 2023	Bar manager ΤΓΑ ΜΟΝΟΠΡΟΣΩΠΗ ΙΔΙΩΤΙΚΗ ΚΕΦΑΛΑΙΟΥΧΙΚΗ ΕΤΑΙΡΕΙΑ, Athens Oversaw daily operations, managed staff, and ensured excellent customer service.
Jul 2023 - Sep 2024	(Senior) Performance Marketing Manager PAPANELI DEVELOPMENT, Athens <ul style="list-style-type: none">• Manage and optimize media buying strategies across multiple digital channels, resulting in a 20% increase in ROI.• Develop and execute A/B tests to improve campaign performance, leading to a 15% reduction in CPA.• Analyze campaign data to identify trends and insights, optimizing targeting strategies for better audience engagement.

Education

Sep 2018 - Jan 2023	Healthcare managment The First Sechenov Moscow State Medical University, Moscow Bachelor's degree with honors. Theme of the final qualification work: "Development of the marketing activities of a medical organization"
Sep 2018 - Present	Accounting and finance Athens university of economics and business, Athens

Courses

Mar 2020	International financial reporting standards Intuit National Open University
Jun 2020	Accounting Intuit National Open University
May 2021	Project management in a medical organization Stepik (Russian educational platform)

Skills

Ability to resolve conflict situations	Very good
Adaptability, communicability	Excellent
Desire to develop and use skills in advertising	Excellent
Search for information and the ability to analyze it	Very good
Proficiency in MS Office (Excel, Word, Powerpoint)	Very good

Languages

Knowledge of Greek - C1

Knowledge of English - B2

Knowledge of the Russian language - mother tongue

Achievements

- Diploma of graduation from the Music and Choral School in piano (7 years), soloist of a variety ensemble and an academic choir.
- Multiple laureate and prize-winner of international and all-Russian vocal competitions.
- Entertainer.
- Organization of events (Presentation of books).