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Summary

An experienced practitioner professional skilled in business management, sales and marketing, tourism and hospitality, economics and sociology. Internationally skilled sales professional with a PhD in Sociology from Humanitarian University. International Skilled in Negotiation, Operations Management, Sales, Management, and Business Development.

Experience



Director Of Business Development

Mousses Fiji

Jun 2020 - Present (1 year 8 months +)

Development of a business strategy;

Created and implemented sales strategy;

The establishment of marketing campaigns;

Employee recruitment and training;

Development and implementation of management reporting in the organization

Establishment and monitoring of the budget;

Undertaking research into pricing, competitors, and factors affecting performance;

Executing risk evaluations and business modelling



Sales and Marketing Manager of East Europe and Russian Speaking Countries, Russian translator

Rosie Travel Group

Dec 2013 - Mar 2021 (7 years 4 months)

Created and implemented sales plans for the Eastern European and Russian-speaking markets, which account for 90% of VIP sales.

Management of all VIP sales, cooperation with the largest tour operators in Russia and Ukraine

Organized and conducted promotional tours for VIP agencies

Consistent collaboration with resort directors (5* and 4*) to promote resorts in the Eastern European and Russian markets.

Increased sales from 0 to 1 million dollars during the Russian Federation and Ukraine's financial crisis.

Development and sale of travel packages (VIP, family, adventure) for tour operators and agencies

Organization of difficult itineraries, including several connecting flights

Maintain a high level of customer service.

Support for luxury agencies and VIP tourists 24/7

Through appropriate research and market analysis, new and alternative sales strategies were developed.

The constant influx of new tour operators and travel agencies

Creation of an advertising book and other brochures about Fiji, including detailed information on all hotels and tours, for VIP Russian-speaking agencies.

Carrying out Zoom presentations in Fiji, organizing business breakfasts for agencies in the Russian Federation

Constant contact with tour operators, phone calls and video conferences, the introduction of new products, presentations, newsletter organization
Assistance with VIP applications, including quotations and the booking of luxury tours to meet and support VIP tourists in Fiji.
Achieved an increase in sales in the Eastern European and Russian-speaking markets against the background of a decrease in tourist activity in other markets.

Lecturer Tourism and Sociology

Humanitarian University

Dec 2009 - Jun 2013 (3 years 7 months)

Led and prepared lectures, including marketing in the tourism industry,
Developed semester outlines and instructional plans for each class session to comply with stated course objectives.
Utilized methods of instruction, including video, interactive class activities, and discussions, to present course material,
Collected, analyzed and tracked data on student progress to update and enhance learning plans.
Monitored student progress, adapting lectures to enhance their effectiveness.
Advised students regarding academic coursework

designed and distributed lecture handouts to round out the material and increase student understanding.

General Manager

LTD “Bukva”

Jun 2009 - Dec 2012 (3 years 7 months)

Management of all structures in shopping malls;
Development and implementation of advertising campaigns;
Development and implementation of management reporting in the company;
Search the premises for malls, negotiate with the tenant on the conclusion of rental contracts,
Renovation planning and management;
Search, selection, and personnel management;
Development and implementation of the personnel structure, the system of remuneration and Motivation, an adaptation of personnel;
Working with providers, contracts, and negotiation;
Establishment and monitoring of the budget;
Undertaking research into pricing, competitors, and factors affecting performance;
Carrying out business modelling and risk ass

Reservation Manager

LTD Travel agency “Parus”

Dec 2007 - Jun 2009 (1 year 7 months)

•Maintained accurate records of bookings on the hotel reservation system and forecasted probable revenue streams.
Changed sales strategies in response to changing conditions, such as increased local competition and lower industry rates
To increase booking levels, I spoke with local travel agents to arrange discounted hotel offers.

Managed to increase bookings by maintaining strong knowledge of resort products, services, and facilities.

Managed online booking inquiries and assisted guests and travel partners with questions throughout the entire booking cycle.

Arrangements for group hotel bookings for weddings and special events have been made in collaboration with the sales department.

Provided a high level of customer service through interpersonal skills.

Customer invoices were prepared, payments were accepted, and refund and cancellation requests were processed.

General Manager

Sport Club Plutonium

May 2003 - Sep 2007 (4 years 5 months)

Management of the club's entire structure;

Development and implementation of the strategic development of the club and promotion;

Working with clients, contracts, negotiation;

Establishment and monitoring of the budget;

Search, selection, and personnel management.

Development and implementation of the personnel structure, the system of remuneration and motivation; adaptation of personnel

Establishment of corporate culture;

Development and implementation of advertising campaigns

controlling income, cash flow, and expenditure; budget management

Carrying out business modelling and risk assessments;

Producing long-term business plans undertaking research into pricing, competitors, and other factors affecting performance.

Guest Lecturer

Public School 85

May 2003 - Jul 2007 (4 years 3 months)

Work with schoolchildren of eighth and eleventh classes (14-18y.o.)

- Literature

- History

- Extra-curricular activities for girls (cooking, sewing, embroidery, different hand-made things from a material and paper, making soap)

Deputy Chief Accountant

Russian public organization for people with disabilities

May 1999 - May 2003 (4 years 1 month)

- Control of the financial activities of organization departments

- Developed tax schemes as part of a financial group based on tax laws for public organizations

- Representation of the organization in state structures

- Consultations and conducting seminars on taxation for accountants from other public organizations

- Payroll accounting of personnel, payment of taxes

- Assisting with strategic planning

Education



FREE BIRD Institute, Fiji

Advanced & Upper intermediate English

Oct 2012 - Nov 2013



Humanitarian University

PhD , Sociology

2009 - 2011

PhD topic is Employee Motivation & Reward Systems in tourism industry in the economic crisis



Plekhanov Russian University of Economics

Master's degree, Economics

1999 - 2003



Pedagogical University

Bachelor's degree as Teacher , Tourism and Travel Services Management

Sep 1997 - Jun 1999

Skills

Management • Human Resources • Business Strategy • Budgets • Operations Management • Hospitality • New Business Development • Revenue Analysis • Resorts • Tourism

Honors & Awards



Certificate for the contribution in working with children - Governance of school

№85 Ekaterinburg

May 2006

for the contribution in working with children from disadvantaged backgrounds



Certificate for a contribution to the development of sport in the Sverdlovsk region - Government of Sverdlovsk region

Aug 2007

the development of social program of Sport instead of drugs and for assistance in organizing sports public municipal events for children