



DANIIL BERNADSKIY

DIGITAL PROJECT MANAGER

Expertise

Advertising, Media Planning, BTL, 360 Project Management, Qual + Quant Marketing Research, Business Development, IT Support, Guerilla Marketing, PPC, SMM, Design, CRM, Presentation and Stakeholder Engagement Management, Adaptive Learning.

Awards

GRANDAWARDS.RU 2021

- *NON-STANDARD MEDIA*, **gold**

SILVER MERCURY 2021

- *BEST EXPERIENTAIL MARKETING CAMPAIGN*, **silver**
- *CONSUMER ELECTRONICS, FURNITURE, HOME ACCESSORIES*, **gold**

BBDO LIGHT AWARDS 2020

- *HOME AND OFFICE ELECTRONICS*, **silver**
- *BEST BRANDED CONTENT*, **gold**

Languages

Russian 
English 
Spanish 
French 

Reference

TATYANA TITOVA

*Special Projects Department
Director, BBDO*

About Me

A knowledgeable and participative individual who is seeking an opportunity to work on unique and meaningful projects. My motivation is the desire for solving wicked problems and innovation of ideas and technology. My interest in marketing is driven by my curiosity in human emotions - I like to analyse what people feel in different situations and how they would react to certain messages. Flexible and resistant to stress. I have a range of communicative skills and the willingness to apply them.

Experience

HELLO! Magazine 2021 - 2023

Special Project Manager

Development, coordination and implementation of 360 special projects with the preparation of detailed reports. Managed multiple digital media channels and integrated with print, events and outdoor. Worked with influencer and celebrity endorsement.

Clients - Vivo, Samsung, Audi, Henkel, Ferrero Group, Yota, Jaguar Land Rover

MDD SP, BBDO 2020 - 2021

Junior Project Manager

Preparation and development of digital special projects for clients

Project support from brief to report

Preparation of presentations on projects

Presentations in front of the client

Operation of filming sites

Interaction with other departments within the framework of project implementation

Clients - LG, Abbott, Xiaomi, VAG, Geely

Education

2016-2019

Lancaster University
Marketing and Advertising

Advertising
Marketing Research
Creative Communications

Digital Marketing
Consumer Behavior
Design Management

2015-2016

Lancaster University
Business and Management Foundation

Accounting
Economics
Business Studies

Contact

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