

TATIANA TSOY

Strategy, Marketing & Creative Senior Executive



PERSONAL DETAILS

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Video CV: youtu.be/GYITHx7LFQU

Date of Birth: 30 March 1983

Civil Status: Single

Nationality: Russian

Languages: English (C1/C2) and Russian

UAE Driving License: Yes

STRENGTHS

- ✓ Marketing Management
- ✓ Art & Creative Direction
- ✓ Strategy Setting & Execution
- ✓ Delivering ROI
- ✓ Digital & Social Media
- ✓ Brand Management
- ✓ Business Development
- ✓ Customer Relationships
- ✓ Product Development & Launch
- ✓ Product Marketing
- ✓ Project Management
- ✓ Promotional & Ad Campaigns
- ✓ Operations Excellence
- ✓ Leading & Developing Others
- ✓ Website Development
- ✓ Content Creation
- ✓ Competitive Positioning
- ✓ Insight Driven
- ✓ Video Scripting & Production
- ✓ Marketing Analytics
- ✓ Innovation & Entrepreneurship
- ✓ Acquisition & Conversion
- ✓ Event Management
- ✓ Identifying Opportunities
- ✓ B2B & B2C Experience
- ✓ Public Relations
- ✓ P2P Management

PROFILE

A growth-minded executive-level strategy, marketing, and business development leader with a passion for building successful brands. 20 years of cross-sector experience, including +15 years at the forefront of marketing strategy and outcomes, and +10 years of operations management. Excels at translating business goals into best-in-class, multi-channel marketing and business solutions. Combines commercial insight with innovation to elevate sales and profitability. Most recently engaged on a consultancy basis by various businesses, providing marketing, branding, and digital thought leadership to the management team. Leads with an inspiring management style that gets respect and results. Brings strong digital, art, and creative skills, including video production and website design capabilities. Complementary business development background, business transformation, operations management, and standout relationship management skills. Ready to step into a **permanent role** to lead a team.

EXPERIENCE

HEAD OF STRATEGY, MARKETING & BUSINESS DEVELOPMENT Nov 2021 – Jan 2023
Project Management – Dubai / Abu Dhabi, UAE

Consulted on 360° marketing strategies for top hospitality/F&B, [logistics](#), wholesale, retail, crypto, healthcare, [automotive](#), creative, financial, company formation and visa services with back-to-back records of tangible growth and sales, incl. operations

- **Project:** Managed projects related to company formation, resident visa services, and bank account opening for private individuals and companies at [Azan Gulf](#)
 - Successfully generated revenue of 400k AED in the first month of project-based work
 - Established a strong online presence by creating and managing a Telegram group with 25,000 members.
- **Project:** Aided [Strider Labs](#) in the creation of Metaverse, web3 marketplace, online gaming, and application build projects that support the production and sales of crypto, NFT, and tokens; leads large-scale marketing initiatives that support metaverse growth ambitions
 - Created metaverse options based on a 3-billion-viewed TV series, presented to main shareholders and owners of the TV series for future development.
 - Spearheaded the [MusicTrust](#) marketing program, based upon NFT, with authority over content writing, branding, slogans, logo, and marketing strategy.
- **Project:** Sought out by [Suvoroff Restaurant & Lounge](#) with ownership of pre-opening to act as Strategy Development Manager on a consultancy and project basis. This was a broad role incorporating 360 business activities such as marketing, legal consultancy and support, alongside operational responsibilities, including staff hiring, facilities maintenance agreements, food waivers and organizational structure
 - Key impetus behind the success of a restaurant and lounge start-up venture (new arm of existing business) during pre-opening and launch phases.
 - Established restaurant business plan by surveying restaurant demand; conferring with people in the community; identifying and evaluating competitors; preparing financial, marketing, and sales projections, analyses, and estimates.
 - Grew the restaurant brand organically on Facebook, Instagram, and Google Ads, and led a content refresh with a writer that resulted in a 19,000+ increase in daily website traffic, 4.96k+ impression boost, and +274% increase in social following
 - Managed to sign several lucrative partnership deals (ex. Emirates Airlines, etc.) according to the Strategy Plan, which resulted in a significant boost in reputation

TECHNICAL SKILLS

Google Analytics/AdWords/AdSense
Facebook for Business
Instagram / TikTok / Twitter
WordPress
Photoshop
Adobe After Effects
Adobe Premiere Pro
CRM
CMS
Web Development
UX & UI Design
MS Office Suite
Social Media
Telegram
SEO
Mailchimp, Hootsuite, Buffer
Photo / Video
Advertising / PPC / SEM

PROFESSIONAL DEVELOPMENT

Business Analytics: Marketing Data (2022)
International B2B (Business to Business) Marketing (2021)
Retail Digital Supply Chain (2021)
A3 Problem Solving for Continuous Improvement (2021)
Lean Six Sigma Foundations (2021)
Marketing to Humans (2021)
An Introduction to Consumer Neuroscience & Neuromarketing (2020)
Project Management Foundations: Quality (2020)
Advanced Google Analytics (2020)
Google Analytics for Beginners (2020)
Advertising on Facebook (2019)
Certificate in Psychology of Sales (2019)
Advanced Diploma - Ultimate Digital Marketing Program (2018)
Certificate in Social Media Marketing (2018)
Diploma in Blogging and Content Marketing (2018)
Certificate in Digital Marketing (2017)
Body Language for Leaders (2015)
Effective Management (2007)
Effective Sales (2001)

EXPERIENCE CONTINUED

PROMOTIONS & MARKETING MANAGER

Jun 2020 - Nov 2021

MENA College of Management - UAE

Handpicked for a role at an institution of higher education located in Jumeirah. This was a senior position with significant strategic influence. Accountabilities centered around marketing and promotions, including brand standards, web content creation, brand awareness, competitive positioning, social media presence, marketing analytics, PR, events, competitor research, advertising, video production, and agency liaison. Led a high-performing marketing team, including oversight of campaign development and delivery.

- Ignited brand awareness and market position by directing a full rebrand of the company and its services,
- Accelerated company website traffic, from 8 to 1595 users per month, having led a full review and overhaul of the site, including design, content, and implementation of a new content updating process.
- Organically increased Instagram followers by 47%, with impressions going from 47 to 31,849 per month, reached accounts growing to 9,876 per month from 6, and views on posts rocketing to 3,821 from 393.
- Multiplied the reach of Facebook posts, by 593 monthly up to 34,862, with posts engagement increasing from 207 up to 6310, and video plays from 224 to 5787.
- Influenced and shaped wider business plans and strategies, including key input into new product development drawing on market research and competitor analysis.
- Built and maintained a strong team culture of high performance with an emphasis on collaboration, communication, and results.

MARKETING MANAGER

Jul 2018 - Jun 2020

Call Doctor - UAE

Joined Call Doctor, a pioneering business offering comprehensive mobile and home health care services. Top-level accountable for marketing, media, and brand management outcomes, while also driving business development activities. Responsible for setting the overall direct and indirect marketing strategy harnessing print, radio, TV, and social channels, with a primary focus on strong short- and long-term growth. Managed the marketing budget of up to 500,000 AED (varied depending on priorities), including all social media, events, and promotional materials production.

- Made business growth, brand awareness, and market share goals a reality, with a central role in the set-up of new marketing strategy and brand standards.
- Consistently achieved new business goals, notably securing +100 strategic partnerships with multiple hotel and hotel apartment brands on an exclusive basis, including accountability for contract negotiation.
- Improved closing ratio of new accounts by 43% through implementation of sales processes and negotiated fixed-price contracts to secure 100% of the territory.
- Spearheaded a complete rebrand exercise, from website development, logo, and digital presence to corporate identity design and promotional collateral.
- Increased Instagram followers from 314 to 4172 (93%), connecting with the new and existing customer base and raising awareness of the business.
- Transformed approaches to social media mgmt., including targeted posts, tracked response rate, implementation of promotional campaigns, and establishment of ROI for paid posts.
- Established valuable partnerships with multiple companies and organized +400 brand enhancement-focused events, such as Emirates Golf Club, Careem, etc.

MARKETING EXECUTIVE / COMMUNITY MANAGER

Jul 2016 - Jul 2018

IMC Medical Centre - UAE

IMC is a provider of specialized, superior-quality healthcare services and state-of-the-art treatments. Delivered strong commercial growth by translating business goals into effective multi-channel marketing solutions. Managed delivery of traditional and social campaigns and controlled part of the marketing budget. Developed, implemented, and managed near-/mid-/long-term social media and community strategies.

- Enabled additional revenue of c. AED1m having devised cutting-edge marketing

EDUCATION

University Diploma in History 2001 - 2004
Perm State University
Russia

Diploma in English Teaching 2000 - 2003
Perm State Pedagogical College
Russia

INTERESTS

Very interested in NFT, crypto, and trading. Accelerated rapidly from discovery and learning to creating and selling NFT, with successful results achieved in a short space of time. Member of multiple NFT and crypto-related societies and dedicated groups.

Avid lifestyle blogger, with a particular focus on food, fashion, and entertainment topics. Big fan of social networking platforms, including Instagram, Facebook, Twitter, TikTok, and Telegram.

Also, realizes competitiveness through go-kart racing, shooting, and horse riding, inquisitiveness through traveling, and creativity through painting.

ADDITIONAL INFORMATION

References: Available on request.

EXPERIENCE CONTINUED

strategies and compelling campaigns focused on net membership growth.

- Increased customer engagement and acquisition levels through promotions, editorials, and web content and the use of engaging storytelling.
- Maximized the ROI generated by marketing activities by establishing workflows for requesting, creating, editing, and publishing workflows for requesting, creating, editing, and publishing social media content and communications (including real-time implementations).
- Transformed the brand identity and improved competitive edge; masterminded design of all brand standards across the group and its subsidiaries.
- Integral in the presence of the business at big events such as Expat Woman, Wellness Day at Emirates NBD, and the Dubai Fitness Challenge.
- Increased Instagram followers by 87% by optimizing Instagram presence, including more eye-catching content, implementation of a content calendar, advance post scheduling, and use of analytics,
- Elevated customer retention by 23% in areas of significant profitability while increasing market penetration with new and innovative marketing strategies.

OFFICE MANAGER

Feb 2015 - Jul 2016

Amra Trading - UAE

Amra is a retail/wholesale organization, specializing in high-end watch brands such as Geneval and Philippe Moraly. A fast-paced role with a strong growth marketing element alongside office management duties. Took the lead on all marketing activities, with approval authority for print and digital marketing collateral. Fully responsible for managing and optimizing office operations, including scheduling the CEO's calendar, invoicing, company correspondence, and document control.

- Grew sales by 19% and advanced the commercial growth goals of the business by signing contracts with online shops such as Souq.com.
- Improved customer acquisition and retention outcomes, leveraging the power of CRM to maximize the value of relationships the business had with customers, retailers and representatives.
- Initiated social media marketing where previously there was none, demonstrating to senior stakeholders the power of SM on sales & customer acquisition outcomes.

DIRECTOR

May 2011 - Feb 2015

Global Teacher - Russia

At the forefront of the start-up and scaling of the international online language school, incorporating conceptualization, strategy setting, staff hiring, marketing, and brand mgmt.

- Established a successful web-based business having identified market potential, from the ideation stage through to commercial viability and growth.
 - Generated web traffic of 45,000-60,000 per month from a starting point of zero within the first 6 months, with strong conversion rates.
 - Expanded offerings to Core School subjects, also supporting the charitable arm to provide free education for children from poor socioeconomic backgrounds
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EARLIER CAREER SUMMARY

- 4 years as **Director** of AVROSS Event Management; expertly penetrated the government sector and led large teams in the delivery of +2,000 events with up to 15,000 visitors/attendees per event.
- 5-year tenure with Lingvo Tutoring Services in the capacity of **Project Director / Operations Director**; grew business from zero to 16 offices, and directly trained, hired, and supervised +200 employees.
- 3 years as **Restaurant Manager** at Space Jam Restaurant & Club (incl. restaurant "Kama" with a 300-seat capacity, the Japanese restaurant "Kyoto" with about 100-150 seating capacity, and men's night club Yama with around 100-seat capacity); improved customer satisfaction by 23%; raised annual revenue by 18% and reduced employee turnover by 250% and developed various marketing campaigns.