

Tatiana Tsoy
PORTFOLIO

March, 2023

COVER LETTER

Dear Recruitment Team,

My name is Tatiana Tsoy and I'm a growth-minded executive-level marketing and operations leader with a passion for building successful brands.

I bring 20 years of cross-sector experience, including +15 years at the forefront of marketing strategy, and +10 years of operations management. I excel at translating business goals into best-in-class multi-channel strategic solutions. Combining commercial insight with innovation to elevate sales and profitability, I succeed at delivering multi-channel ROI-focused business solutions that make acquisition, retention, and conversion objectives a reality.

Most recently engaged on a consultancy basis by various businesses, providing operations and marketing, and business thought leadership to the management team.

My engaging leadership style wins the respect of my reports and the wider stakeholder network. Business operation development background, business transformation and standout relationship management skills, with a strong eye for growth opportunities and a willingness to challenge conventional approaches to get the best results.

Any kind of business is a form of art for me, that's why my results are so inspiring. I help organizations and people achieve their goals through a creative approach and non-standard problem-solving. The fundamental idea of my work is finding and delivering solutions.

I see my passion in creativity and self-realization through overcoming various business, market and brand challenges. That's why my motto is

INNOVATE. INSPIRE. EXCITE.

Inspiring with exciting results through innovative approach.

Greater details of my experience, achievements, qualifications, and what I have to offer can be found on my CV. I have plenty of ideas as to how I can add value and contribute to the aims/objectives of your organization.

Now considering new opportunities, the advertised role really excites me. Ready to step into a permanent role to lead team as a manager, director, or expert consultant.

Thank you in advance for considering my application and I look forward to hearing from you in due course.

Sincerely yours,

Tatiana Tsoy

YOU SEEK BUSINESS TRANSFORMATION?

Whether you are a B2B or B2C business, in today's real world, it is vital to keep up with new trends and respond immediately to changes in the world. Regardless of whether you just started a business or an existing and growing business, one way or another, everyone is faced with various kinds of challenges. As a business grows, different situations require different solutions, and if you do not take action in a timely manner, this can lead to disastrous results. It is important to remember that only a complex approach to solving problems can help resolve the situation, and only a complex approach can lead to a solution to an already existing situation. Thus, you need an expert with knowledge of various directions and types of business, as well as industries, including strategic thinking, risk management and an innovative view of the situation from different angles in order to manage.

If it seems to you that the situation has already reached a critical situation, then you need

OMNICHANNEL BUSINESS TRANSFORMATION

I help companies and people assess, strategize, and implement data, analytics, and business technology solutions. I am passionate about non-standard problem-solving, achieving results, making meaningful connections, and building community.

Innovate faster, collaborate efficiently, and deliver more value with less effort.

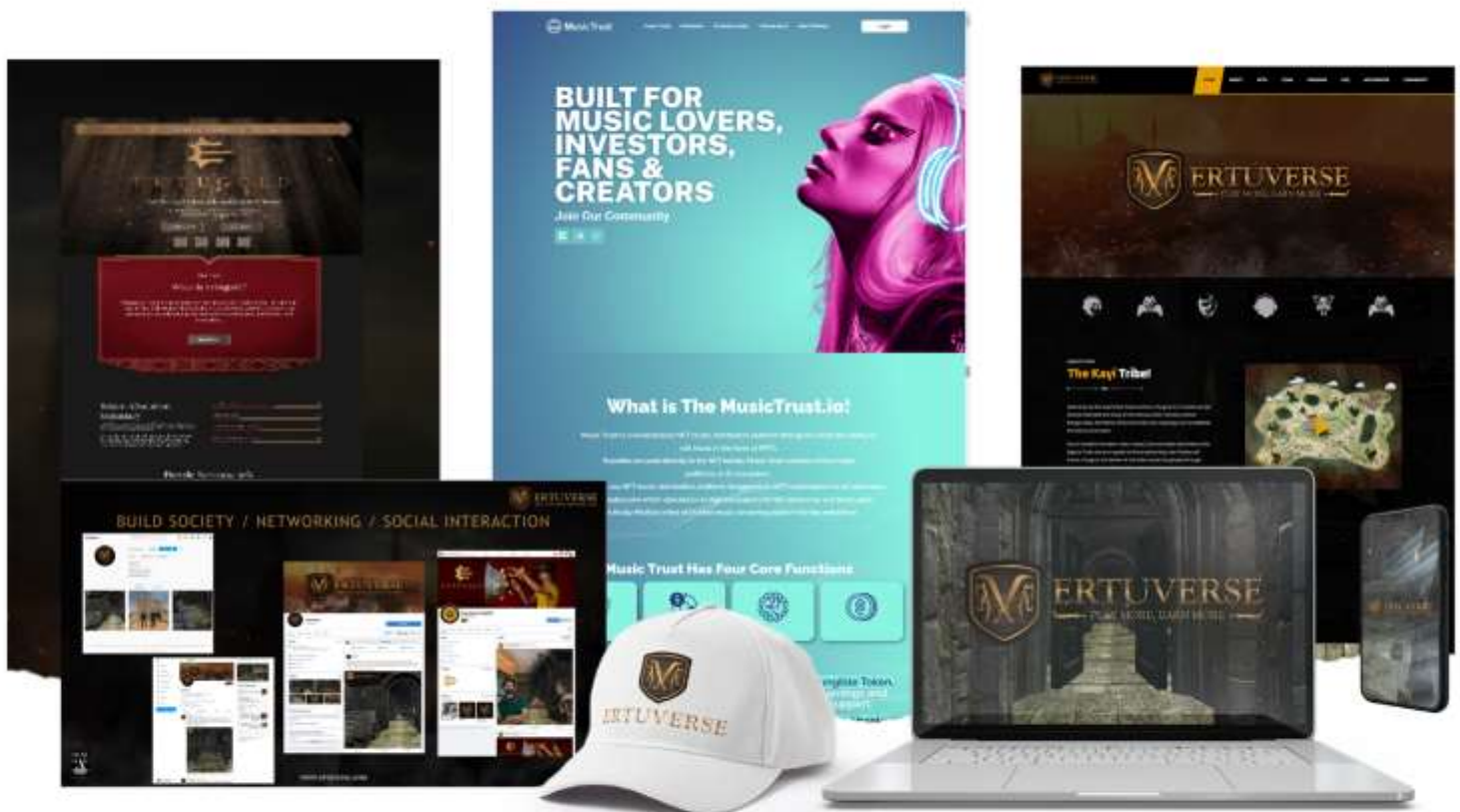
I'm here to help you to master **TRANSFORMATION**
to **ACCELERATE** your business.

STRIDER LABS

Target: Marketing Strategy, Branding, Launch of the Projects

Brought into the role to support an expanding NFT, Blockchain & Metaverse development firm by creating company profile, driving the growth of diverse channels in line with the brand identity, and preparing presentations for major shareholders and investors through in-depth competitive analysis, data collection and managing team on required additional materials preparation.

- ◆ Led on targeted messages development and increased company awareness whilst growing traffic throughout various channels
- ◆ Utilising strong marketing expertise, created metaverse project presentation, which was successfully presented to the main shareholders and investors
- ◆ Developed marketing strategy based on financial goals by identifying the annual budget, planning expenses, analyzing deviations and initiating corrective actions, and determining the main target audience, their requirements, needs and interests along with trends
- ◆ Created branded video materials based on the requirements of the projects
- ◆ Implemented internal branding campaigns and team-building activities
- ◆ Established partnerships and connections with various NFT and blockchain



SUVOROFF RESTAURANT & LOUNGE

Target: Strategy Development, Launch of the Venue

Sought out by a 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.
- ◆ Accomplished restaurants human resource objectives by orienting, training, assigning, scheduling, coaching, counseling, and disciplining staff; communicating job expectations; planning, monitoring, appraising, and reviewing job contributions; planning and reviewing compensation actions; enforcing policies and procedures
- ◆ Competitively positioned the business in a crowded market with compelling branding and established a powerful digital presence for the business, enabling high volume customer engagement and acquisition, established a powerful digital presence for the brand that exceeded customer acquisition and engagement goals.
- ◆ Liaising with customers, employees, suppliers, licensing authorities, sales representatives, maintenance service providers, property management company
- ◆ Managed to sign lucrative partnership deals with Emirates Airlines and the Russian Emirates Magazine according to the Strategy Plan, which resulted in a significant boost in reputation
- ◆ Draw up multiple various legal documents such as Business Proposals, Service Agreements, Job Offers, and others



SUVOROFF RESTAURANT & LOUNGE



Website



SUVOROFF ASIA
سوفوروف آسيا

Beef cheese	120.000	Beef with cheese	120.000
Steak meat with cheddar cheese	120.000	Beef with cheese	120.000
Signature beef barbecue 250g	150.000	Beef with cheese	120.000
Chicken steak kebab 250g	100.000	Beef with cheese	120.000
Lamb steak kebab 250g	100.000	Beef with cheese	120.000
Shashlik "Napoleon" 250g	100.000	Beef with cheese	120.000
Plaice of beef (steak) on a charcoal grill with herb oil	100.000	Beef with cheese	120.000
Lamb chops 250g	220.000	Beef with cheese	120.000
Lamb kebab (steak)	80.000	Beef with cheese	120.000
Beef with fat (steak)	120.000	Beef with cheese	120.000
Leghorns	50.000	Beef with cheese	120.000
Aspic with ham and vegetables	50.000	Beef with cheese	120.000
Roast with meat	80.000	Beef with cheese	120.000
Fluffy steamed beef, herb fat, soy and mushroom (200g) served with potato based sauce	100.000	Beef with cheese	120.000
Mixed meat plov (4 people)	100.000	Beef with cheese	120.000
Lamb chops, steamed shrimps, "Napoleon", 20 egg steak, omelette with fat (steak), French fries	270.000	Beef with cheese	120.000
Mixed meat shashlik (2 people)	100.000	Beef with cheese	120.000
Lamb chops, steamed shrimps, "Napoleon", 20 egg steak, omelette with fat (steak), French fries	270.000	Beef with cheese	120.000



Uniform

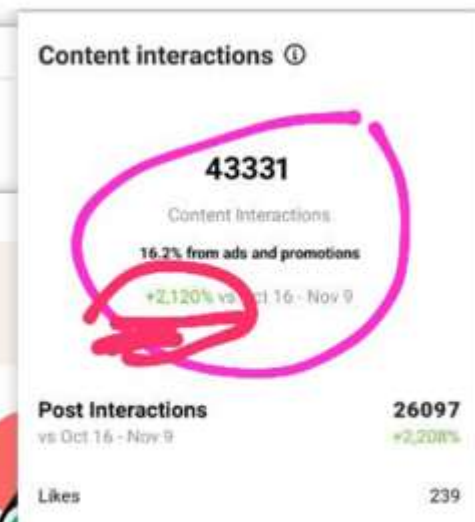
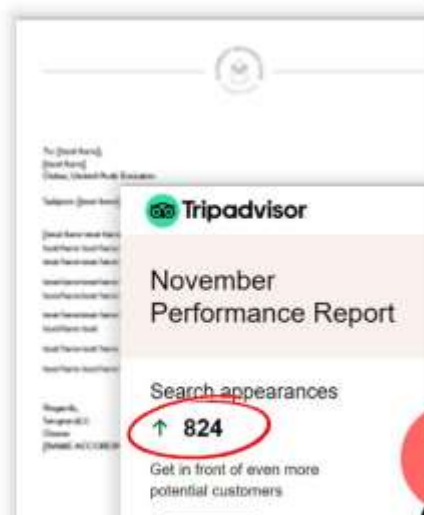
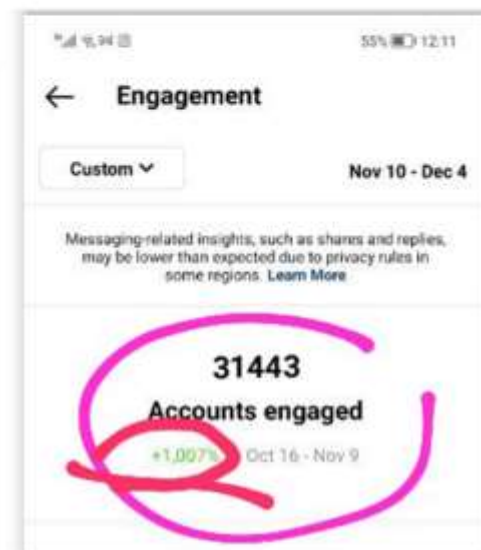


The interior of the venue at the pre-opening stage

SUVOROFF CAFE

Target: Marketing Strategy, Rebranding

- ◆ Spearheaded a complete rebrand exercise, from website development, logo and digital presence to corporate identity design and promotional collateral.
- ◆ Overcame challenges and barriers to secure verification, approval and connection of the accounts on Facebook, Instagram and Google following unexplained account block.
- ◆ Increased website traffic, notably reaching 19,092 users on one day, while creating 4.96k impressions (average CPC of DH 2.64) during tenure, with social media following up by +274%.



MENA COLLEGE OF MANAGEMENT

❖ VIDEO content creation

YouTube channel made for MCM <https://bit.ly/3hiS8vj>

Some samples of the produced materials:

- ◆ interview <http://bit.ly/3YgC3qq>
- ◆ video as per requirements of Ministry of Health <https://bit.ly/3UU4RIP>
- ◆ animation <http://bit.ly/3PjZo6w>

The video content was shared on all social media channels, including website.

❖ SOCIAL MEDIA / online presence

DEMOGRAPHY: ~95% of the students were male, >70% were UAE nationals (stat. total Emirati population ~1.2 mln); only THREE bachelor's degrees

Conclusion: *VERY NARROW TARGETED AUDIENCE.*

ALL GROWTH MADE ORGANICALLY

📷 Instagram

Created **marketing plan** (posts/topics covered different areas of MCM life and up to date local news and health situation).

Increased number of the **followers** from 531 up to 2896. The total growth was  **445 %**

BEFORE



MENA College of Management
• Institution of higher education • Located in Dubai
www.mcm.ac.ae/

262 Posts 531 Followers 158 Following

Edit Profile

Promotions Insights Contact

AFTER



MENA College of Management
College & University
📚 Bachelor in HR Mgmt
📚 Bachelor in Healthcare Mgmt
📚 Bachelor in Hospitality Mgmt
📞 +971 564151550... more
mcm.ac.ae/

322 Posts 2,896 Followers 10 Following

09

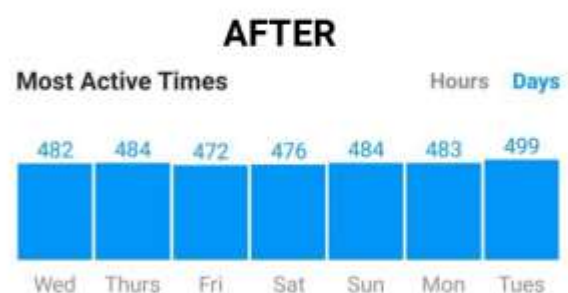
Developed **company style** of the posts according to the brand look.

Filled up and specified **company profile** according to the requirements raised after an in-depth analysis.



Increased number of **profile visits** from 23 to 2279 per month. The total growth \uparrow **9808 %**

Number of active followers increased from average 289 up to 484 followers per day. The total growth was \uparrow **67 %**



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Increased number of **likes and comments**.

Previously, posts had maximum 393 **views**. Currently it increased up to 3821.
The total growth was \uparrow 872 %



Increased number of impressions from 47 to 31849 per month. The total growth \uparrow 67,663 %

Increased number of reached accounts from 6 to 9876 per month. The total growth \uparrow 164,500 %

Facebook

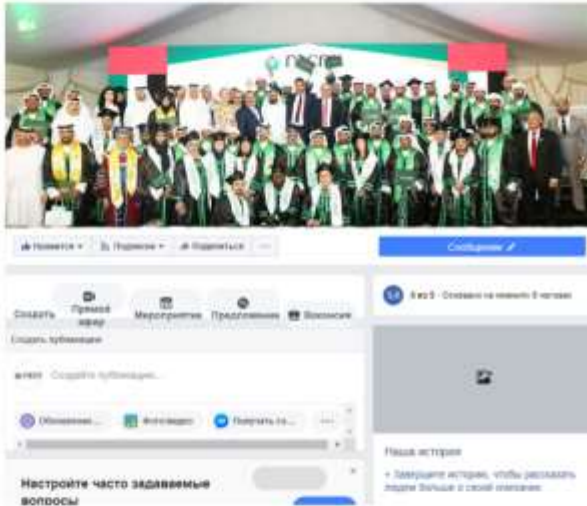
Decreased **response time**.

Increased number of **likes and comments**.

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Design in accordance to brand look.

BEFORE



AFTER



The number of people who saw any of your posts at least once. This metric is estimated.

Post reach increased from 593 per month up to 34,862. Growth \uparrow 5,778 %

The number of times people engaged with your posts through reactions, comments, shares and clicks.

Post engagement increased from 207 up to 6,310. Total growth \uparrow 2,948 %

The number of times your Page's videos played for at least 3 seconds, or for nearly their total length if they're shorter than 3 seconds, broken down by total, paid, and non-paid. During a single instance of a video playing, we'll exclude any time spent replaying the video.

Video plays increased from 224 up to 5,787. The total growth \uparrow 2,483 %

The number of people who had any stories from your Page on their screen, broken down by total, organic and promotions. This number is an estimate and may not be precise.

Number of people viewed story increased from 0 to 158. Growth \uparrow ∞ %

LinkedIn

Visitor highlights 

Data for the last 30 days 1/5/2021 - 2/5/2021

82 \uparrow 24%
Page views

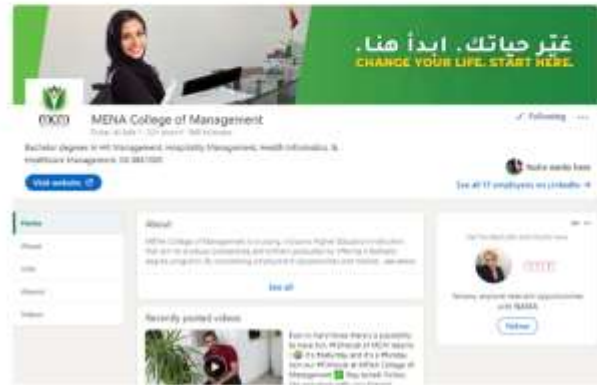
38 \uparrow 40%
Unique visitors

2 \uparrow 50%
Custom button clicks

BEFORE



AFTER



Website / Google Analytics

Website had some serious **changes**:

- ◆ **Content creation** in accordance to Ministry of Education.
- ◆ **Design** to make it more convenient and comfortable for users (UX/UI) following the existing branding. Modified colours and fonts.
- ◆ Change of the **images** as per technical requirements. Images were improved in size and quality which had effect on website speed opening.
- ◆ Constantly updated **news**.
- ◆ Started to update **content**, but currently it is in the process of writing and development.
- ◆ Visitors of the website now have opportunity to **contact** with our representative directly in one click. They can start a conversation in WhatsApp and/or a make a call from the main page.

Website page speed

- ◆ The total growth of website speed from **mobile** devices was $\uparrow 22\%$
- ◆ The total growth of website speed from **desktop/laptop** was $\uparrow 7\%$

BEFORE



AFTER



BEFORE



AFTER



As soon as Marketing department started to implement Marketing strategy plan in June 2020, number of the users per month increased from 8 up to 1595. Total growth \uparrow 19837 %

There were 163-page views per month before starting implementation of the strategic plan. Currently it increased up to 5285-page views. The total growth was \uparrow 3142 %



BRANDING

The **brand book** was created as the keystone of a branding strategy. It contained all the elements that made up brand, from its founding principles (mission, vision, values...) to its visual identity (logo, colors, visuals..). Brand guidelines kept the brand's messages consistent and cohesive, which allowed the brand to be recognizable and powerful.

Thus, it served as the document of reference for everything related to the use of the brand. Based on the brand book, all supportive promotional materials were created.

BEFORE

Business Card

AFTER



BEFORE

Flyer

AFTER



BEFORE

Roll-Up

AFTER



BEFORE



AFTER



BEFORE



AFTER



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Interior branding is the most overlooked aspect of forming a clear and consistent company brand.

Branding created by me has been introduced into all areas, directions and types of the company's activities. Moreover, my ideas were used in interior design as well. Through interior branding, we could use a physical space to communicate a message about the company behind it.

BEFORE



AFTER



And much much more...

CALL DOCTOR

❖ Various promotions and EVENTS

◆ **Smile Day** (internal event). In accordance with the marketing strategic plan for the development of the company, a huge number of various events and promotions were held, which were aimed at creating branding, establishing friendly and positive connection between company and customers, as well as **brand awareness**. <https://youtu.be/bbov-StfbQI>

◆ **Grit Girls** (женское сообщество). Social **non-profit project** organized and run by Careem. At this event, women had the opportunity to experience riding motorcycles in the desert. In accordance with the agreements and arrangements I made, Call Doctor provided first aid for the participants and was an **official partner** with a priority representation on the site with **NO cost** <https://youtu.be/7YpgBGueXEg>

◆ **Al Ain Motorcycle Festival**. A major international event that brings together all motorbike fans from Europe and the Middle East <https://youtu.be/e71NC6ekQPA>. In connection with the initiative on my part, as well as the signed contracts drawn up and signed by me, the Call Doctor company acted as the official partner of the event, having received significant advantages in the location of tents (2 instead of 1, at the main entrance and in front of the stage), stands, flags, and logos, as well as participation in various events, including **receiving awards** from H.H. Sheikh Al Nahyan <https://youtu.be/8D1jF1Bjfk4>. Additionally, **cost reduction 85%** of participation.

◆ **Food Truckers** (Golf Emirates Club). In accordance with the contract I drew up, Call Doctor became the only official partner of the event with a premium location at the main entrance, permission to distribute promotional materials and unhindered interaction with all visitors. Under this agreement, Call Doctor was **exempted from any kind of payments**. <https://youtu.be/O4501OPyoWA>

◆ **Corporate Events**. In accordance with the Service Agreements that I have drawn up and signed with all Call Doctor partners, we were supposed to hold 3-4 events per year. Such events were aimed at **teambuilding**, staff

education, as well as increasing brand awareness.

<https://youtu.be/lxwY0nan9GM> & <https://youtu.be/rXvkKKDKKVK>

◆ **VIDEO content creation**

Various photo/video materials have been created for Call Doctor. For example, video animation about IV drops <https://youtu.be/bDKmqS9dhG8>, interview <https://youtu.be/bkQP5UfEt2A>, as well as various entertainment videos for #FUNclub https://youtu.be/hPw7_hEBhEU

◆ **Event EQUIPMENT**

All presented materials (balloons, stands, roll-ups, flyers, etc.) were designed and produced by me <https://youtu.be/fccAnt9xdKw>

◆ **Kids GIVAWAYS**



◆ **CORPORATE materials**

Including drawing up Business Proposal & Service Agreement.



BEFORE



AFTER



BEFORE

AFTER



BEFORE

Social Media

AFTER



The style of the posts changed every 1-2 months to keep it fresh and attractive, but still in line with the company's corporate design.



IMC MEDICAL CENTER

- ❖ Full **re-BRANDING** of the company



- ❖ All necessary **EQUIPMENT** for events (tents, stands, brochures, flyers, balloons, catalogs, etc.)





IMC Medical Center
The International Medical Clinic | www.imcmedical.ae

DENTISTRY

- GENERAL DENTISTRY
- CHILDREN DENTISTRY
- ORTHODONTICS
- ROOT CANAL TREATMENT
- DENTAL IMPLANTS
- QUIN TREATMENT
- COSMETIC DENTISTRY
- TEETH WHITENING

Our Locations

Al Barsha Mall Tel. 04 322 0007	Sheikh Zayed Road Tel. 04 325 1022	Jumeirah Tel. 04 321 8284
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IMC Medical Center
The International Medical Clinic | www.imcmedical.ae

BEAUTY, AESTHETICS & ANTI-AGING

- LASER HAIR REDUCTION
- DERMAL FILLERS, BOTOX & WRINKLE THERAPY
- BODY SHAPING, COURTOUSING AND SLIMMING
- PERMANENT MAKEUP AND TATTOOS
- MEDICAL SKINCARE, FACIALS & PEELS
- PREVENTION, ACNE & COLLAGEN THERAPY
- HAIR LOSS THERAPY (FUE & TRANSPLANT)
- HARSHNESS VEIN THERAPY

Our Locations

Al Barsha Mall Tel. 04 322 0007	Sheikh Zayed Road Tel. 04 325 1022	Jumeirah Tel. 04 321 8284
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IMC Medical Center
The International Medical Clinic | www.imcmedical.ae

DERMATOLOGY

- GENERAL DERMATOLOGICAL DISEASE
- ALLERGY DIAGNOSTIC TESTING & THERAPY
- SKIN TAGS, MOLES AND PREVENTION
- NON-SURGICAL REJUVENATION
- HAIR LOSS & RESTORATION
- COSMETIC DERMATOLOGY
- LASER TREATMENTS
- LIPOLYSIS
- MESOTHERAPY

Our Locations

Al Barsha Mall Tel. 04 322 0007	Sheikh Zayed Road Tel. 04 325 1022	Jumeirah Tel. 04 321 8284
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IMC Medical Center
The International Medical Clinic | www.imcmedical.ae

COSMETIC SURGERY

- FAT & SKIN GRAFTING
- BURNS & SCARS REVISION
- BREAST AUGMENTATION
- WRINKLE LIFT
- ORBITAL, EYE LIFT
- NOSE, EAR & EYE LIDS
- ABDOMINOPLASTY
- LIPOLYSIS
- HAND & FOOT SURGERY
- FACE LIFT & FACIAL RECONSTRUCTION

Our Locations

Al Barsha Mall Tel. 04 322 0007	Sheikh Zayed Road Tel. 04 325 1022	Jumeirah Tel. 04 321 8284
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IMC Medical Center
The International Medical Clinic

Medical, Dental, Skin, Eyewear

Al Barsha Mall
Dubai, UAE | Tel. 04 322 0007

Jumeirah
Dubai, UAE | Tel. 04 321 8284

SKR - Sheikh Zayed
Dubai, UAE | Tel. 04 325 1022

Welcome to IMC Medical Center

The IMC International Medical Center was born out of a desire to provide high-quality, specialized and superior quality healthcare services, administered by internationally trained and experienced practitioners, patients' care and medical innovation. We are proud to have a reputation of excellence in the region.

www.imcmedical.ae | info@imcmedical.ae

Cosmetic Surgery
Dermatology & Skin Rejuvenation
Cosmetic Ophthalmology
Anti-Aging
Skiing & Snow Connoisseur
Well Woman & Well Man Programs
General Surgery
Hair Restoration

MUSCOVITES NIGHT CLUB & LOUNGE

Role: Supervisor

Muscovites is an exotic night club and restaurant in Dubai that offers its visitors a mixture of fine dining and entertainment experience. Supervised the venue with a total capacity of 220 seats.

- ◆ Planned and delegated work duties to the staff and ensured that they work according to the compliance of the restaurant business
- ◆ Oversaw both front and back of house operations, including wait staff, kitchen crew, and bussing staff; training of new employees as well as the continuous training of existing staff as per their abilities and skills
- ◆ Prepared weekly/monthly reports and presenting them to the senior management
- ◆ Work with staff to inspect and project future needs for food and beverage stock level, kitchen supplies, goods, and cleaning products, restock them in a timely manner



SUSHI WOK

Role: Restaurant Manager

Sushi Wok is one of the 5 largest fast food international chains, recommended by FORBES as a profitable franchise. Full responsibility for the management and optimization of the restaurant, in-house and take-away processes, operations, and staff management, incl. procurement and inventory.

- ◆ Coordinated daily Front of the House and Back of the House restaurant operations
- ◆ Took responsibility for P/L of the restaurant.
- ◆ Analyzed and planned restaurant sales levels and profitability, including the organization of various marketing events
- ◆ Ensured customer satisfaction with all aspects of the restaurant and dining experience
- ◆ Regularly reviewed product quality and researched new vendors
- ◆ Recruited, trained, managed and appraised staff performance and provided feedback to improve productivity
- ◆ Preparing reports at the end of the week/month, including staff control, food control and sales.
- ◆ Setting budgets and/or agreeing them with senior management.
- ◆ Conducted daily inspection of restaurant and equipment to ensure compliance with health, safety, food handling, and hygiene standards
- ◆ Periodically evaluated restaurant equipment for repairs and maintenance; scheduled for service.
- ◆ Inventory control and ordering supplies, products and stationery based on weekly/ monthly forecast
- ◆ Achieved 102-109% of the target done, the highest average bill in Perm city among 19 restaurants of



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SPACE JAM RESTAURANT & CLUB

Role: Restaurant Manager

3 years as Restaurant Manager at Space Jam Restaurant & Club (including European cuisine restaurant "Kama" with a 300-seat capacity, the Japanese restaurant "Kyoto" with about 100-150 seating capacity, and men's night club Yama with about 100-seat capacity)

- ◆ Supervised all restaurant activities and ensured compliance to all company standards to increase all sales and prepared various reports accurately and within time frame
- ◆ Administered performance of all service and Kitchen staff and scheduled and evaluated all restaurant operations
- ◆ Managed all shifts for restaurant operations and scheduled all process and maintained cleanliness at all times and assisted to resolve all complaints and maintained food quality at all times
- ◆ Responsible for the overall business functions of keeping the restaurants running. These tasks included ordering, financial planning, supervising employees, maintaining sanitation standards in public areas and kitchen or beverage preparation areas, and monitoring safety



32 Fir Hill
Akron, Ohio 44304
United States of America

April 1, 2021

To whom it may concern:

I would like to recommend Ms. Tatiana Tsoy, my colleague for 8 months at MENA College of Management (MCM) in Dubai, for positions in the area of marketing and promotion with an emphasis on social media marketing and media production.

Ms. Tsoy joined MCM in June 2020. At that time, I was President of the College, and the Marketing and Promotion unit reported directly to me. Ms. Tsoy was one of three staff in the unit. Her main responsibilities involved maintaining MCM's presence on social media, in particular Facebook and Instagram, and developing audio-visual content for the College's Web site and other marketing platforms.

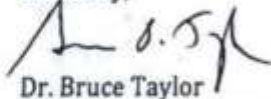
It is fair to say that Ms. Tsoy completely revolutionized the College's social media presence. Before her arrival the College had undertaken only fragmented activities on a disjointed assemblage of social media platforms. Ms. Tsoy systematized MCM's social media outreach, identifying the most valuable platforms to target and developing a strategy for efficiently directing College financial resources to maximum effect. The effectiveness of her work is borne out by the figures that document the College's visibility to social media users, which rose impressively (albeit from a low base) during my last few months of service at the College. Alongside this, she also had the ability to explain the intricacies of social media marketing in a way understandable to non-experts such as myself.

In terms of media production, Ms. Tsoy produced a range of videos extending from short clips for social media sites -- for instance, marking UAE public holidays -- to longer videos for audiences such as the Board of Trustees. Notably, she undertook the major task of producing a graduation video for students as a substitute for the in-person ceremony which was denied them due to Covid-19 restrictions. This last was still in progress when I left the service of the College. These achievements were in spite of being handicapped in her first few months by MCM's inadequate hardware. She developed a style guide for the College's graphic materials and oversaw the production of various items such as posters, roll-up banners, and stationary items such as business cards that adhered to this style.

I found Ms. Tsoy to be very focused on achieving high standards in her work, if perhaps perfectionistic at times. On the few occasions when I had to be critical of her work, she accepted my thoughts with good grace.

Ms. Tsoy is passionate about her work, and she will fit best into an organization which encourages and values this sort of passion in its employees. For such an organization, Ms. Tsoy would be an invaluable addition to its marketing and promotion staff, and she would have my highest recommendation.

Sincerely,



Dr. Bruce Taylor
President, MENA College of Management (2020-2021)

To Whom It May Concern,

Ms. Tatiana Tsoy worked at IMC Medical Center from July 2016-September, 2018. She was a Marketing Executive who worked in most areas of our company's marketing department.

We have analyzed her skills and working pattern closely for the past two years at IMC Medical Center. Through these years, we found that Ms. Tatiana is a very hard working and sincere employee who puts her heart and soul in the task she is assigned.

As a Marketing Executive, Tatiana has contributed to marketing communications by writing marketing content for targeted media, organizing and helping to set up promotional events and exhibitions, and developing the product message and marketing materials to attract customers. Ms. Tatiana has supervised many projects wherein she has showcased her skills of creativity, smart work, and leadership and many such attributes making her a worthy employee.

She also worked with social media, setting up and monitoring our accounts with Instagram, Facebook, and various other social media sites. In this capacity, Tatiana was integral to our social media presence online. She responded to customer needs and built an ongoing conversation with customers and potential customers. She coordinated with other employees to meet customer needs.

What's more, Ms. Tatiana showed her capabilities as a creative graphic designer. All our promotional materials, booklets, leaflets, stands, banners, same as all online materials (posts for social media and all graphic materials for website) were created by her.

We enjoyed working with Tatiana. She was eager to learn new areas of marketing and did an excellent job expanding our marketing efforts to social media. Our Facebook and Instagram reach increased after she started our account. Tatiana was also an excellent writer with a creative approach to developing our marketing materials.

I recommend Tatiana for any position that will draw upon her skills and her proven record of contribution to marketing. She was a remarkable colleague and contributor.

Call me if you need additional information. I'd be happy to tell you more about Tatiana's achievements at IMC Medical Center.

Regards,



Omar Zaki

Executive Director

Office: 04 332 0007 or Cell:

PROFESSIONAL DEVELOPMENT

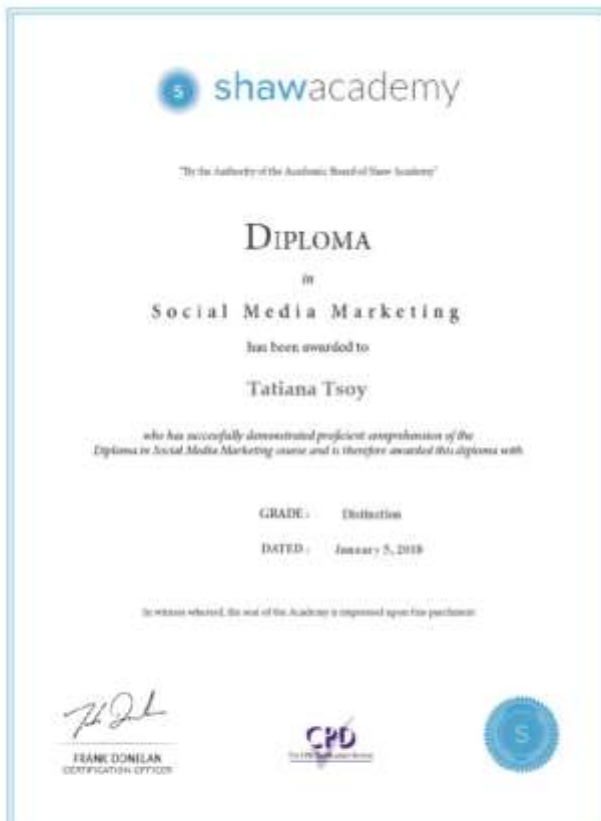


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PROFESSIONAL DEVELOPMENT



PROFESSIONAL DEVELOPMENT



Tatiana Tsoy

CONTACT:

tatiana.tsoy1@gmail.com

tel. +971 52 766 1180