



Contact

Phone

+63 906-449-7245 (Philippines)

+7 915-065-7916 (Russia)

My site

viziginv.online

Email

viziginv@yandex.ru

Address

6000, La guardia flats 2, Cebu,
Philippines



Education

2024

Google

Digital Marketing & E-commerce
Attract and Engage Customers with
Digital Marketing
2018

Digital marketing

National Research University Higher
School of Economics - Moscow
2015

Public Relations and Media Communications

Omsk State University - Omsk
2012

Psychology

Omsk State Pedagogical University -
Omsk

Expertise

- Digital Marketing
- Social Media Marketing
- Email Marketing
- Development of Marketing Strategy
- Media Planning (ATL, BTL, Digital)
- CRM Marketing
- SMM
- Figma
- Django
- SQL

Language

English

Russian

Vizigin Vladislav

Digital Marketing Manager

As a seasoned Digital Marketing Manager with a strong background in Digital Marketing and Marketing, including experience in leading Asian companies and prominent Russian companies, I bring a wealth of experience and expertise to the table. I have extensive experience in leading marketing departments, launching successful product lines, and leading rebranding initiatives. I am passionate about leveraging digital strategies to drive business growth and enhance brand visibility. I am results-driven and focused on achieving tangible outcomes.

Experience

2023 - 2024

Huacheng Network(HK) Technology Limited

Digital Marketing Manager

- Development of digital strategy
- Creating and executing marketing, product marketing, and content plans for digital channels
- SMM: Creation of the IMOU CIS YouTube channel, Telegram channel for key IMOU partners, IMOU VKontakte group, and IMOU CIS Instagram page
- Regular posting on social media
- Advertising promotion on social media (Facebook Ads, MyTarget, promotion of the YouTube channel)
- Contextual advertising on search networks (Yandex and Google)
- Email marketing

2019 - 2022

Hikvision & CIS

Sr. Digital Marketing Manager

- Development of digital strategy and reporting to international HQ
- Budget management (1-year budgeting/cost estimation for the event)
- Creating and executing marketing, product marketing, and content plans for digital channels
- Analysis of current advertising campaigns and search for new opportunities
- E-mail marketing, including the quarterly Newsletter "Hikvision Journal" and weekly news "Hikvision News"
- SMM (IG, FB, TG, YT) – managed both internally and by an agency
- Creating and promoting video content
- Website maintenance and migration process management
- Brand awareness and recognition campaigns to increase indexes and traffic to own media channels
- Lead generation
- Data-driven marketing
- Creating and promoting product landing pages
- Development of landing pages for the company's key product solutions
- Marketing research (questionnaires, surveys)

Achievements:

Hikvision Russia & CIS

Hikvision is a global leader in video surveillance and security solutions, known for its innovative and high-quality products. With a comprehensive range of cameras, recorders, and intelligent analytics, Hikvision offers cutting-edge technology for enhanced security and efficiency in various industries.

- Launch of the new AxPro line up (security system products for home protection) in Russia & CIS.
-1st year launch – exceeded sales plan by 108%
-2nd year - +128% of sales increase
- Launch of the new Thermal line up (equipment for determining people temperature on distance) in Russia & CIS. Development of lead generation system and CRM customization.
-Sales plan execution +200% during pandemic period.
- Migration from offline marketing to online during pandemic period: organized more than 300 online events, which includes webinars, partners days, conferences, live streams.
- Developing and promoting of 3D showroom, that afforded clients to choose appropriate equipment without shop/office offline visits.
- Creation and promotion of Telegram channel and chat for technical support:
-Telegram channel – 7 800 subscribers
-Telegram chat – 1 800 active participants, more that 100 messages/day.
- Chat-bot launch, bot provided technical information support, more than 6 000 views of instructions and useful materials.

Group of Companies "Ecodolie"

Russian federal developer, leader in low-rise construction in Russia. GK "Ecodolie" projects are located in 5 different cities in Russia: Moscow, Ekaterinburg, Samara, Orenburg, Obninsk.)

- While working for "Ecodolie" conducted company rebranding.
- Launched 2 new web stations and several landing pages for different projects.
- Participated in the new product integration process, including product development.
- The list of projects under control:
 - Energy efficient house A+, project "Ecodolie Ekaterinburg"
 - Energy efficient Quadra house "Don", projects "Ecodolie Samara" and "Ecodolie Orenburg"
 - 17 flats houses "Baltic" and "Ladoga", project "Ecodolie Sholokhovo Moscow region"

2014 - 2018

Group of Companies "Ecodolie"- Russia

Sr. Brand Manager

- Development of marketing strategy, including marketing promotion plans with offline and online communication, creating communication strategies, and organizing events.
- Working with the media, managing PR, and building a positive company image.
- Analyzing current campaigns and identifying new opportunities for efficient advertising.
- Conducting market analysis and monitoring, preparing analytical reports for top management.
- Strategic and operational budget planning, reporting to top management.
- Development of corporate identity and brand book.
- Leading and managing communication channels, including the launch of new websites and landing pages.
- Managing the team of regional marketing managers, including planning, control, analysis, and enhancing efficiency and motivation.

2013 - 2014

Group of Companies "Bionika" - Russia

Marketing Manager

Organization, implementation, and control of advertising activities for a fitness studio; research, analysis, and monitoring of the consumer and competitor market; analysis of the company's pricing policy; sales planning; planning of the company's marketing and advertising activities and evaluation of their effectiveness; SMM; creation of email newsletters; analysis of email newsletter results; production of promotional materials (banners, flyers, brochures, posters); organization of club events (internal and external); writing press releases and article

2012 - 2013

Advertising agency I - Media - Russia

Media Planner

Buying: booking, launching online campaigns, monitoring effectiveness, and achieving KPIs for direct media placements. Constant work on improving purchasing conditions. Budget control and project profitability. Analysis of advertising campaign effectiveness