

# Igor Kuzmin

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Location: Moscow, Sokol'niki

## Education

Saint-Petersburg State University of Engineering and Economics, 2000-2005

Economist degree, major on marketing, specialization – branding.

## Work Experience

February 08 –  
present day

Lebedyansky (Pepsico since march 2008)

Brand-manager, beverage.

- Juice “Ya”

November 06 –  
January 08

Fruzhe

Senior brand manager, confectionary

- The new brand development “from the scratch” in “low premium” packed pralines segment
- Market analysis for company strategy development
- Positioning and brand concept development
- Product itself development
- Communication concept development
- Package (construction) development
- Orgnization and business structure development

September 06 –  
November 06

Heineken

Brand manager, beverage

- Brand re-launch, re-positioning
- The new brand platform development
- ATL and BTL campaigns planning
- Sales and trade-marketing presentations
- HO-RE-CA cooperation

June 03 –  
September 06

Henkel

Junior brand manager, detergents & cleaners division

Developed marketing strategy, executed and supported detergent brands “Laska” and “Deni” on Russian market.  
Promoted from brand-manager trainee and brand-manager

assistant in 2003 and 2004 respectively.

- Launches and re-launches execution and support
- Promo and adv. campaigns planning and execution
- Cooperation with international and local agencies
- Sales and trade-marketing presentations
- Responsible for panel researches of ACNielsen and GfK: briefings, control and results analysis for entire Detergents and Cleaners Division
- Responsible for internal data analysis such as SAP (finance controlling and demand planning modules) and P&L analysis

January 05 –  
June 03

Academia (internet-center)  
Administrator

- Got experience in foreign clients consultations, web-design, computer network administrating.

## Profile

Professional demeanor, communicate effectively with all levels of the organization and the public. Willingness to do whatever is necessary to get the job done. Dedicated to professional growth by constantly upgrading skills and participating in training opportunities. Consecutive, clear minded, loyal. Interested in getting experience abroad. Ready to change location.

## Languages

Fluent English

## Computer

PC, Mac

- Microsoft Office Professional Edition (incl. Outlook, Access, InfoPath, Visio, Project)
- IBM Lotus Notes
- Experienced with SAP (finance controlling and demand planning modules)
- 2 years experience in graphic and web-design (Graphics modules: Adobe, Macromedia)

## Trainings

- Rhetoric-skills training, Moscow, 2006
- Sales-Marketing cooperation team-work program, Bangkok 2006
- Sales-Marketing cooperation team-work program, Sharm-El-Sheikh 2005
- Perfume training by "Firmenich", Moscow 2005
- "Concept" training center by Rachel Shackleton "Self-management

- Skills", St.Petersburg 2005
- "Concept" training center by Rachel Shackleton "Communication Skills", St.Petersburg 2005

## Hobby

Photography, web-design, aviation, traveling, reading.