

## OBJECTIVE

An opportunity in a growing company that require entrepreneurial thinking, 10 years of internet-savvy marketing and PR expertise, advanced web development and graphic design talent, global perspective on business development, with experience ranging from high-tech start-ups to event production, to the film industry.

## FREELANCE HIGHLIGHTS

- 2010: Created **AtCostFlights.com** brand, designed a **SEO-friendly** corporate website. Launched and managed a **highly cost-effective** Google Adwords campaign with one thousand targeted local ads, landing pages, and **250K+ keywords**.
- 2009: **1st Assistant Director (AD)** under **Ned Kopp** (Godfather, Fast and the Furious) on a **Chris "Kid" Reid** music video, directed by **Babak Sarrafan**, DP **Jim Orr**.
- 2002: **Co-authored a business plan** seeking **VC funding** for a competitive intelligence start-up **Cigator Inc.** Compiled market research data, forecasts, product segmentation, and white papers into 300-page CI reports.
- 2000: Developed and launched **GetItSmart**, the first website which let customers instantly order a custom-built PC (before Dell, HP and others offered it)

## Director of Marketing & Event Production, Co-Founder

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| <i>Novoe Radio LLC</i> | <i>4/2005 – 12/2009</i> | <i>San Jose, CA</i> |
|------------------------|-------------------------|---------------------|
- Co-founded an online Russian radio station and entertainment company
  - Propelled the company to become #1 Russian Radio in the U.S. within the 1<sup>st</sup> year
  - Secured multiple advertising contracts and corporate sponsorships
  - Negotiated re-broadcasting contracts with top media companies (XM Radio, Sirius Radio, DirecTV, Echostar, etc.)
  - Formed partnerships with Russian and European record labels and organizations
  - Produced and promoted parties and concerts with up to 1,000 attendees, with full-fledged advertising campaigns (radio, online, social networks, print, outdoor)
  - Negotiated and booked venues, celebrities, DJs, performers and other talent
  - Managed all travel, visa, and lodging accommodations for the talent
  - Supervised a team of outsourced programmers to develop a next-generation, interactive, geographically customizable radio player.

## Online Marketing & Affiliate Program Manager for North America

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| <i>PartyGaming Plc.</i> | <i>2/2004 - 10/2006</i> | <i>London, UK</i> |
|-------------------------|-------------------------|-------------------|
- Managed CPA affiliate accounts with monthly revenues of over \$100K
  - Saved company tens of thousands of dollars in wasteful advertising spending by adjusting Google AdWords for optimal performance and maximum ROI
  - Optimized company websites for better search engine placements (SEO)
  - Managed media buying in magazines, online, outdoor, local TV, and direct mail
  - Represented the company at industry events in San Francisco (AdTech 2006) and Las Vegas (CAC2006)

<b>Project Manager, IT Consultant</b>	<i>Restaurant Evaluators, Inc.</i>	<i>3/2004 - 9/2004</i>	<i>Chicago, IL</i>
	<ul style="list-style-type: none"> <li>▪ Developed a new corporate identity , website, and marketing strategy</li> <li>▪ During my 6-month contract, the company went from 110 to 200 reviews a month</li> <li>▪ Implemented technological changes which dramatically increased productivity (new IP phone system, web-based workgroups, elimination of scanning and faxes, etc.)</li> <li>▪ Created an automated sales promotion process in GoldMine (e.g. automatically mail a postcard, two weeks later send a letter, follow-up call, etc.)</li> </ul>		
<b>Director of Sales</b>	<i>Stratigate LLC</i>	<i>10/2001 - 2/2004</i>	<i>Sunnyvale, CA</i>
	<ul style="list-style-type: none"> <li>▪ Liquidated assets of defunct companies (networking, telecom, industrial equipment)</li> <li>▪ Researched and developed new supplier and distribution channels internationally</li> <li>▪ Managed monthly sales of IT equipment (\$100K+)</li> <li>▪ Created advertising materials (catalogs, website, banners, print ads, eBay listings)</li> </ul>		
<b>MarCom, PR Founder</b>	<i>allSAN.com Inc</i>	<i>4/2000 - 8/2000</i>	<i>San Jose, CA</i>
	<ul style="list-style-type: none"> <li>▪ Created an online research portal for SAN (Storage Area Networking)</li> <li>▪ Acquired and negotiated new advertisers, sponsors, and partners</li> <li>▪ Sponsored and helped organize Storage Networking World Conference 2000</li> <li>▪ My research quoted in InfoStor magazine, IBM financial report, and books</li> <li>▪ Collaborated closely with clients, sponsors, vendors, analysts, investors, media</li> <li>▪ Negotiated to sell the company for \$80K four months after launch</li> </ul>		
<b>Print &amp; Web Designer, Marketing Assistant</b>	<i>IMEX Research.com</i>	<i>11/1998 - 6/2000</i>	<i>San Jose, CA</i>
	<ul style="list-style-type: none"> <li>▪ Created corporate website design, brochures, posters, presentations</li> <li>▪ Managed relationships with PR people, analysts, press editors</li> <li>▪ Took the company from 2 employees to 9, with 6 working directly under me</li> </ul>		

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<b>EDUCATION</b>	B.S., <b>Business Administration - Marketing</b> Minor: <b>Radio, Television, and Film</b> <i>San Jose State University, 2009</i>	<b>MBA Study in Emerging Economies</b> Alliance Business Academy <i>Bangalore, India, 2009</i>
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<b>SKILLS</b>	<ul style="list-style-type: none"> <li>▪ Great communications skills, positive attitude, good sense of humor</li> <li>▪ Strong sense of creative design, web development, and financial skills</li> <li>▪ Fluent in English, Russian, Lithuanian, some German and Spanish</li> <li>▪ Superior negotiating, management, sales, and customer service skills</li> <li>▪ Global work &amp; study experience in America, Asia and Europe</li> <li>▪ Driven to excel and always cherished by management</li> <li>▪ <b>Always achieved tremendous impact on employers</b> (through increased revenue, profit margins, customer base, productivity, brand awareness, and company size)</li> </ul>
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<b>SOFTWARE &amp; APPLICATIONS</b> <i>(expert level)</i>	<b>Adobe</b> Photoshop, Premiere, After Effects, Acrobat, Flash, Illustrator, DreamWeaver. <b>Microsoft</b> Word, Excel, PowerPoint, Outlook, FrontPage. <b>Windows, Mac OS X. QuickBooks</b> , QuickBase, GoldMine, mass e-mail marketing apps, <b>SPSS</b> , Business Plan Pro. <b>HTML, Flash, JavaScript</b> , Mambo/ <b>Joomla</b> CMS platform. Salesforce.com, eBay, <b>Google</b> AdWords, Docs, <b>Facebook</b> Ads, social network marketing platforms (MySpace, Twitter, Facebook, LinkedIn)
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<b>PORTFOLIO</b>	Graphic design, print, web, and film portfolio is available at <a href="http://krakadil.com">krakadil.com</a> ™
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