

# DMYTRO ROMANOVSKYI

## Expert Senior Manager in Marketing and Sales

### SUMMARY

An engineer with 20 years of experience in leadership roles across marketing, project management, and business development. Although not a traditional software engineer, they possess strong managerial skills overseeing technical teams, including web developers and SMM specialists, which could transfer effectively to tech-focused projects. Extensive experience in developing marketing strategies and conducting research, paired with a proven track record in building strategic partnerships, can contribute uniquely to a software engineering environment. Education background and linguistic proficiency were not aligned with software engineering, therefore omitted. Specific technical skills in software development were not provided, so could not be highlighted.

### TECHNICAL SKILLS

<b>Main Technical Skills</b>	Waterfall, Marketing strategies, Marketing research, IBM Rational ClearCase
<b>Programming Languages</b>	PHP
<b>Salesforce Ecosystem</b>	Google Ads, Salesforce Lightning Component
<b>Social Media Marketing</b>	Google Ads
<b>Data Analysis and Visualization Technologies</b>	Business Analysis
<b>Databases &amp; Management Systems / ORM</b>	MariaDB, MS SQL Server Management Studio
<b>Amazon Web Services</b>	AWS Secrets Manager
<b>Web/App Servers, Middleware</b>	Apache HTTP Server
<b>Methodologies, Paradigms and Patterns</b>	FDD, Waterfall
<b>Collaboration, Task &amp; Issue Tracking</b>	IBM Rational ClearCase
<b>Project Management &amp; Administration</b>	Marketing research, Marketing strategies, Project Management
<b>Soft Skills</b>	Mentor Aptitude
<b>BlockChain and Decentralized Software</b>	NFT marketplace

**PROJECT OFFICER**

HelpAge International | May - September 2022

- Management and Supervision of Project Assistants (PA) and Social Workers (SW) supporting provision of humanitarian aid to IDPs; - Develop and build relevant partnerships with various local organizations, authorities, social and health institutions that link and support HAI activities;
- Supporting project activity;
- Participation in coordination meetings.

**OWNER, DIRECTOR**

Marketing agency «Destra» | 2017 - 2022

- Strategic marketing. Formation and development of the company's product in accordance with how market conditions and technologies change;
- building loyalty systems;
- development of marketing programs;
- conducting marketing research;
- project management and advertising communications; - business consultations for business owners and heads of the marketing department;
- team building.

**DIRECTOR OF DEVELOPMENT**

Mario Muzi, shoe stores | 2011 – 2017

- Creation of a system of analysis and planning. Trade turnover analysis. Profit planning;
- control and optimization of fixed and variable costs;
- Development of a marketing concept for the season;
- Interaction with contractors and performers;
- building from scratch and developing a strategy for promoting the Internet direction and the company as a whole.

**EXECUTIVE DIRECTOR**

Mobile phone stores | 2005 – 2011

- Retail development (analysis of the outlet's potential, formation of an action plan for opening a new store, organization of marketing events, negotiation);
- control of the work of the marketing department (formation of marketing budgets and fulfillment of tasks, analysis of the effectiveness of marketing activities).

**PARTICIPATION IN PROJECTS****AGROKEBETY - IS THE MASTER'S PROGRAM FOR BACHELORS**

- development and implementation of communication and marketing strategies;
- PR and project promotion;
- Organization of presentations at the level of local authorities and the rector.

**FRENCH WEEK - DAYS OF FRENCH CULTURE ORGANIZED BY CCIFU**

- development and implementation of a promotion strategy;
- digital support of the project.