


## PERSONAL INFORMATION



## Veranika Novik

 Faro (Portugal) novik.veranika@gmail.com

Sex Female | Date of birth 10/02/1990 | Nationality Belarus

## WORK EXPERIENCE

14 Sep 2016–Present

**Digital Marketing Specialist**

Mestre Raposa, Loulé (Portugal)

- Digital Marketing Strategy;
- Managing the mestreraposa.fr (separate website for the French market) from the moment of creation;
- Analytics of website and social media data;
- Search Engine Optimization (SEO): from keyword research to implementation;
- Social Media Marketing (SMM), administration of several corporate pages;
- AdWords and Facebook advertising campaigns' management;
- Improving the usability, content and conversion of the website;
- Measuring and reporting on the performance of all digital marketing campaigns.

2 Jan 2013–1 Apr 2013

**Marketing assistant (Internship)**

Satio Group, Minsk (Belarus)

<http://eng.satio.by>

- Organizing of International territorial marketing and branding Festival "OPEN";
- Arrangement of corporate education events;
- Social networking (Facebook, LinkedIn, Vkontakte, Skype, Twitter, etc.);
- Collecting data for the field research through Computer Assisted Telephone Interview.

**Business or sector** Marketing

Sep 2012–Sep 2013

**President of the General Assembly**

Model United Nations, Minsk (Belarus)

- Operational planning;
- Preparation of the agenda for the Assemblies;
- Recruitment, education and training of the members;
- Managing of 5 different teams (all in all 10 people);
- Organization of 2 international conferences;
- Monitoring and correction of the team processes.

**Business or sector** Non-profit organization

1 Oct 2008–1 Jun 2013

**Interpreter**

Belarusian-Dutch company "Klubnika Plants" (Netherlands)

- Translation of business agreements, investment plans, ongoing documentation;
- Simultaneous interpreting of business appointments.

**Business or sector** Agriculture and distribution

EDUCATION AND TRAINING

1 Sep 2016–Present

**Economic and Management Sciences, PhD**

University of Algarve, Faro (Portugal)

Researching the topic of brand experience.

10 Oct 2013–8 Apr 2016

**Masters in Marketing**

University of Algarve, Faro (Portugal)

- **Final thesis:** "The impact of gender differences on consumer-brand relationships";
- Market Analysis;
- Consumer's Behavior;
- Marketing Communications;
- Brand Management and Distribution Channels;
- Marketing of Touristic Services and Destinations;
- Media Research.

1 Sep 2008–17 Jun 2013

**Bachelor's degree in International Economy**

Belarusian State University, Minsk (Belarus)

- **Final thesis:** "Brands role in companies promotion to foreign markets";
- International Management;
- International Marketing;
- International Economic Relations;
- Public relations;
- Japanese language;
- Portuguese language.

PERSONAL SKILLS

Mother tongue(s)

Belarussian, Russian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C2	C1	C1	C1
Portuguese	B2	C1	B2	B2	C1
Japanese	B1	B2	B1	A2	B2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user  
[Common European Framework of Reference for Languages](http://www.cedefop.europa.eu/en/faq/35308)

Communication skills

Communication skills are gained through:

- Participation in international programs. Intercultural communication through Erasmus Mundus Mobility Program;
- Attendance of Model United Nations conferences (Netherlands, Germany, Russia, Belarus);
- Internship at Satio Group. Customers' communication through social networking;
- Individual trainings on hosting international delegates at UNESCO.

Organisational / managerial skills

Organizational and managerial skills are gained through the position of the President of the General

Assembly at Minsk International Model United Nations, which included organization of the conference, staff recruitment, training and goal-setting, control of the program execution, task delegation, etc.

Digital skills

AdWords Search Certified  
Google Analytics Certified

- Google Analytics;
- Google AdWords;
- Facebook Ads Manager;
- Google Search Console;
- Google AdWords Editor;
- Google Tag Manager;
- Google Optimize (A/B testing);
- WordPress;
- Basics of HTML and CSS;
- MS Office (Word, Excel, PowerPoint);
- Knowledge of both MS Windows and Mac OS systems.

Other skills

- Professional singing and dancing;
- Piano playing;
- Classical literature reading.

ADDITIONAL INFORMATION

Publications

- "Analysis of the Attachment-Aversion Model of Consumer-brand Relationships in a Different Cultural Background". **Journal of Spatial and Organizational Dynamics** Vol. V(3), September 2017 (in English);
- "Emotional branding in Procter&Gamble". Collection of articles of students, masters and PhD of Belarusian State University №10.1, 2013 (in Russian);
- "Branding experience of the international companies". Collection of articles of Belarusian State University, Minsk, 18.04.13 (in Russian);
- "Economia brasileira: indicadores e programas de desenvolvimento". Collection of articles of Belarusian State University, Minsk, 19.04.12 (in Portuguese).

Honours and awards

- Best Congress Paper at II International Congress on Interdisciplinarity in Social and Human Sciences at University of Algarve, May 2017;
- Best Master's Thesis award, Faculty of Economy, University of Algarve, 2016;
- Bachelor's degree diploma with honors at Belarusian State University, June 2013;
- Certificate of bilingual translator: Portuguese-Japanese-Russian, June 2013;
- Grant of the European Union (Erasmus Mundus Mobility Program), May 2013;
- Diploma of the 1st degree in the section of marketing on Scientific Conference of bachelor, master and PhD students of Belarusian State University, April 2013;
- Diploma of the 3rd degree in the section of portuguese language on Scientific Conference of bachelor, master and PhD students of Belarusian State University, April 2012.

Conferences

- II Congresso Internacional sobre Interdisciplinaridade em Ciências Humanas e Sociais, Universidade do Algarve, 2017;
- Congresso Internacional sobre Interdisciplinaridade em Ciências Humanas e Sociais, Universidade do Algarve, 2016;
- Scientific Conference of bachelor, master and PhD students of Belarusian State University, April 2013;
- Scientific Conference of bachelor, master and PhD students of Belarusian State University, April 2012.

## Model United Nations:

- Minsk (Belarus), 2008-2013;
- Leiden (Netherlands), 2008;
- Saint Petersburg (Russia), 2009;
- Munich (Germany), 2010.

## Seminars

- Creating effective websites, April 2013;
- Organizing e-commerce, April 2013.