



OLENA CHERNONOK

MARKETING / COMMUNICATIONS

PROFILE

I'm from Ukraine (moved to AU in April 2022). 16 years of experience in marketing and communications: from contact centre operator to marketing director. Strategic and systems thinker. Cheerful, positive, creative. Sociable, responsible for details.

WORK EXPERIENCE

Communications (Administration) (part-time)

Association of Ukrainians in Victoria August 2022- Present

- Development and implementation of digital marketing strategy and initiatives
- Manage various social media campaigns via Facebook, Instagram
- Create projects with Canva to support marketing initiatives.
- Supervising and directly involved in producing marketing materials such as EDM, digital and print advertising, video and social media content, and updated website content.
- Working with external and internal stakeholders
- Planning and implementation of offline events of the association

Settlement Support Worker (casual)

Diversitat/MCSG August 2022- January 2023

- Providing support to recently arrived refugees who have settled in the local community (Ukrainian refugees)
- Assisting refugees with key post-arrival registration providers eg: Services Australia (Centrelink), Medicare, ATO

Casual Worker / Volunteer

Casual April 2022- Present

- Casual Worker
- Waitstaff

Internal Communications Manager (full time)

DTEK (Ukraine) June 2019 - March 2022

- Development and implementation of a company brand promotion strategy
- Coordination of internal communication/content marketing channels, Organization of corporate events
- Conducting customer satisfaction surveys, Service culture development
- Implementing service design methodology in service management

CONTACT

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West Geelong

RELEVANT SKILLS

- Marketing Management (Strategic Marketing, Business to Business Marketing)
- Event Management
- Marketing Research and Customer Satisfaction
- Digital Marketing Strategy
- Social Media Marketing
- E-mail and Content Marketing
- Website Development

EDUCATION

National Technical University of Ukraine "Kyiv Polytechnic Institute" Kyiv, Ukraine, 2001-2006

Postgraduate Degrees in Marketing / Specialty Industrial Marketing

RSA Certificate (Responsible Service of Alcohol) 2022

LANGUAGES

Ukrainian, Russian - Native
English - B1/B2

PORTFOLIO

