



Arsen Dallan

Male, 31 year, born on 1 July 1984

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Другой сайт: <http://www.arsendallan.com>

Reside in: Moscow,

Citizenship: Russia, work permit at: Russia

Ready to relocate, ready for business trips

Desired position

Marketing Director

Management

- Marketing, Advertising, PR
- Art, Entertainment, Media
- Commercial Banking

Work experience —11 years 11 months

January 2015 — till
now
1 year 3 months

Arsdallan

Behavioral marketing consultant

customer behavior
design thinking
customer journey

Writing and issue marketing books:

1. "The Ultimatum of PLeasure"

There is the first Russian book about behavioral marketing, published in the USA in English

In the book authors said how to get rid of the yoke of pleasure, threatening not only the personal economic unfreedom, but also the degradation of the entire society.

<http://www.arsdallan.ru/book/118/>

2. "Run the Pleasure"

The first Russian behavior marketing book.

How use knowledge about principal of pleasure in the marketing and business development.

<http://www.arsdallan.ru/book/120/>

November 2012 —
January 2015
2 years 3 months

Страховая группа МСК, ОАО

Moscow, www.sgmsk.ru

VP, head of marketing department

Responsibilities.

Marketing strategy of company.

Tasks.

Turn company's face to client.

Achievements.

MSK become the most recommended company in Russia (2014-2015)

All of client business processes were changed

Rebranding

Repositioning

February 2010 —
November 2012
2 years 10 months

Alfastrahovanie

Moscow, alfastrah.ru

Head of marketing division (16 people)

Responsibilities: Forming of marketing and trade strategy of the company in Moscow's territory.

Budgeting. Annual plans.

Achievements: Company's growth in region at 15% above the market in 2010, in 2011 - twice as much the market growth.

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Responsibilities: Optimization of sales channels control .

Achievements: Forming of strategy for such channels as "auto dealers", "agents", "brokers", "banks": regulations, standards, learning, motivation. CRM program development and starting. Starting of the new technologies in sales online.

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Responsibilities: Trade-marketing control in partner's distribution.

Achievements: going from the 4th into the 1st place in terms of "the first tender" in distribution.

.....
Responsibilities: starting the new sales channels and marketing stimulation

Достижение: we create more than 20 promo and motivational programs with 12% effectiveness including programs for 19000 Sberbank points of sales, 300 points of sales in Alfabank, 200 auto dealer's points of sales.

October 2008 —
February 2010
1 year 5 months

Credit Europe Bank

Moscow, crediteurope.ru

Head of trade marketing unit (15 people)

Responsibilities: promoting of plastic cards in Russian Federation in trade channel

Achievements: growth of the cards issue at 20%, growth of transactions at 18%, output from the 7th into the 5th place in terms of issued cards, output from the 38th into the 4th place in terms of profit.

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Responsibilities: talks with companies' top-management who are the partners of the bank: Ikea, Metro, Aushan, Mark & Spenser, Tommy Hilfiger, Gap, Bebe, LACOSTE, etc. The Objective of the talks – intensification of cobranding cooperation.

Achievements: more than 15 cobranding programs were conducted

Responsibilities: we constructed communication channels with final consumers using our partners retail

Achievements: we created the first and the only plastic cards sales channel in Russia through distribution of such partners as: fashion, furniture, technology.

March 2005 —
September 2008
3 years 7 months

Enricco Piccoli

enriccopiccoli.ru

Marketing and sales chief (30 people)

Responsibilities:

market analysis, SWOT-analysis, marketing research, pricing, branding, advertising, marketing department and sale management (15 people underneath), network of distributors construction

Achievements:

11.07-01.08. deductible of own-brand products was started. 3 agreements to the total value of 2 million dollars were sold.

10.06- 10-07. Network of distributors was constructed in such cities as Ufa, St. Petersburg, Izhevsk, Samara, Kazan, Chelyabinsk, Magnitogorsk, Satka, Miass, Yekaterinburg, Perm, Nizhny Tagil, etc. There are more than 50 points-of-sale. And 70% of them were incorporated according to company merchandising. For a year 25% were at work upon the segment of middle class interior doors in Ural and Volga regions. Merchandising innovative series of measures were implemented in markets.

Brand establishment – “Enricco Piccoli”

I've placed the manufacturing contracts under license and acted as a firm, for the last 7 months sales development increased till 3 million rubles a month, we came to the fore in Ural region.

May 2004 — March
2005
11 months

Bayer's transportation, San Francisco,US

Accounts Department Executive

Responsibilities: I put the account program into life to motivate our clients to repeat purchase and for client solicitation.

Achievements: Repeat purchase increased by 17%

Education

Higher
2010

PHD,

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2008

The member of Russian Marketers Guild,

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2005

Ufa State Petroleum Technological University, Ufa

Economics in building sector of oil and gas industry, honors degree

Professional development, courses

2010

Effective marketing technologies

Michael Savod (San-Francisco)

2009

English courses (fluent)

Globus International

Key skills

Languages

Russian — native
English — I am a fluent speaker

Skills

Negotiation skills Brand Management Strategic Marketing Marketing Analysis
Key Account Management Start-up project Sales Management Digital Marketing
Social Media Marketing Маркетинговый анализ Internet Marketing Ведение переговоров
Управление продажами Разработка маркетинговой стратегии Развитие продаж
Обучение персонала

Additional information

Recommendations

АО "МСК"
Тимохин ДИ (СЕО). по запросу

About me

My competences can be provisionally divided into two groups.
The first one is management skills.
I'm a change manager.
For twelve years of my career I've engaged into the project activity, which is directed to launching of new business processes, output of new products or reposition. If you want something unique so just contact me. My creative wit allows to free from need to follow the others example, and my management experience in huge companies helps to avoid my own mistakes.
The second group is my professional skills.
I'm a marketer-behaviorist.
It means I'm investigating what is the root of human beings' behavior, their motives. I can foresee, and even (partially) model this behavior. Such skills are particularly important in conditions of nowadays uncertainty. I've received cognitive psychology, behavioral economy and neuromarketing courses. I'm the author of two books in behavioral marketing. (Release is dated in spring 2016, ed. Eskmo (RF), Lexigton, (USA), Ibidem Verlag (Germany).
Knowledge, I've received while the defence of the thesis on national identity of Russians, enable to adapt global instruments up to local realities.
All this, I believe, would help to raise marketing management of a big company to a new level.