
Marina ZATSEPINA



General Information

AGE	34
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E-MAIL	project@bagnet.com
MARITAL STATUS	married
SEX	female

Education

1999 - 2004	Penza State University (Russia), Faculty of Economics, Public Relations, Specialist of Public Relations (Summa Cum Laude)
2005 - 2007	Kent State University (USA), Faculty of Applied Linguistics, Russian - English Translation, Master of Arts
2006 - 2007	Kent State University, Faculty of Journalism, Writing of News Releases Course, Completed
2012 - 2013	Diplomatic Academy by Ministry of Foreign Affairs of Russia (Moscow, Russia), Greek Language Course, Level B1
2014 - 2015	Goethe Institute (Moscow, Russia), German Language Course, Level B2

Languages

RUSSIAN	Native speaker
ENGLISH	Fluent (C1)
GERMAN	Good command (B2)
GREEK	Conversational (B1)

Professional Skills

SOFT SKILLS

Leadership and Communication Skills
Market Research and Analysis
Time and Resource Optimization
Analytical Skills
Creativity and Original Ideas

TOURISM INDUSTRY SKILLS

Expert knowledge of Russian Tourism industry
Contacts of directors of the biggest networks of travel agencies in Russia (of 150 - 450 sales points)
Knowledge of tour operator business, organization of charter flights and commitment / allotment agreements with hotels and hotel chains

MARKETING EXPERIENCE

Development of marketing campaigns
Cooperation with all tourism-related media, both for professional and general audience.
Writing of news releases both in Russian, and English
Organization of seminars, webinars, workshops and roadshows

EVENT MANAGEMENT

Organization of events for up to 1.000 people
Organization of different types of events: forum, seminar, festival, roadshow, conference, fam trip, exhibition etc.
Events from A to Z (invitations, registrations, branding and corporate identity, entertainment program etc.)

Experience

2014 - 2016

BAGINET PR & Consulting Agency
in position of *Strategic Director*

RESPONSIBILITIES

Development of marketing plans for Hotel Chains, Individual Hotels, National Tourism Offices, Destination Management Companies

Experience

2004 - 2014

LABIRINT Travel Company (Tour Operator)

in position of *Marketing Director*

RESPONSIBILITIES

Cooperation and communication with National Tourism Boards of such countries as: Greece, Finland, Sweden, Norway, Cyprus

Development of promotion and advertising campaign of tour operator, including printing materials (brochures, leaflets etc.), social media, media relations

Event management, starting from Greek and Nordic Forum to smaller promotional events, like workshops, roadshows, seminars, and webinars

Special projects supervisor (Mama and Baby, Club 50+, Gardens of The World, Club Salut!, Educational tours for students)

Familiarization trips supervisor (schedule of fam trips for all destinations, development of fam trips rules and instructions, development of program and itinerary)

Permanent organization of two major events for tourism professionals in Russia: Greek Forum (2007 - 2014, up to 1.000 participants) and Nordic Forum (2011 - 2013, up to 450 participants). Starting from idea of the event till schedule of workshops, presentations, and themes for conferences.

Launching and editing of online-school, the first idea of online learning for travel agents (retailers) in Russia, since 2007.

Organization of tour operator stand on annual tourism fairs in Russia - MITT, Intourmarket, Leisure.

Participation as professional visitor on international fairs - ITB Berlin, WTM London.

Launching and promotion of the first charter flight from Russia to Sweden for New Year holidays in 2012 and 2013.