




ALEKSANDRA SADOVNIKOVA

Marketing & Community Manager


PROFILE


I'm a skilled Marketing & Community manager and a qualified translator with 14 years experience in translation and localization for marketing and UX purpose. Passionate about new technologies, long-life learning, with a strong interest in Neuromarketing and Strategic Marketing, I manage community and marketing projects from conception to completion.

 +4915257005937

 alexredd.gd@gmail.com

 [My LinkedIn Profile](#)

 Speyerer Strasse 6, 60327
Frankfurt, Germany

 05/05/1991

EXPERIENCE

MARKETING & COMMUNITY MANAGER

Rental Consulting, Italy

Jan. 2022 – July 2022

My role as Marketing & Community Manager is to provide marketing strategy for top-level services, community building strategy, organize online events in the rental sector, manage social network channels:

- organized Rental Business Forum in Italy with more than 300 top-level executive attendees and 5 speakers;
- built a community strategy for a global client-leader in temporary energy sector;
- promoted educational courses (Master and bootcamps) for rental specialists over Italy;
- increased sales for top-services.

MARKETING & COMMUNITY MANAGER

Exolve LTD, UK-Germany

May 2020 – Jan. 2022

My role as Marketing & Community Manager is to provide marketing strategy the startup project XPlus, community building strategy, organize online events, manage social network channels,

LANGUAGES

Russian: native speaker

English: C1

Italian: C1

German: A2

French: A1

Learning now: Spanish, Chinese, Danish

RESPONSABILITY

Create marketing content.

Implement and manage SEO for websites using the common tools (Google Ads, Google Analytics, LinkedIn campaign).

Setup and coordinate marketing mailings and newsletters.

Support the Marketing team with all other activities such as promotion campaigns, event planning, customers research.

prepare CEO e CMO speeches for events and pitches, organized a donation strategy for followers:

- created written and visual content for the community and promo actions;
- generated a community of beta testers and business partners covering more than 30 countries and 50 companies.

MARKETING & COMMUNITY MANAGER

Singularity University, US-Germany

May 2019 — Apr. 2022

My role as Marketing & Community Manager was to provide community building strategy for Chapter's growing, organize online/in presence events in the Frankfurt Chapter, manage social network channels:

- built a local Chapter community from 0 to about 300 members of C-levels, top-managers, policymakers;
- organized 5 global (with more than 22 Chapters involved spanned over 17 countries) events in the fields of astronomy, exponential technologies, AI, XR, Space Medicine with more than 30 speakers and 1000+ attendees.

SELF-EMPLOYED

Jan. 2013 — May. 2020

Commercial, editorial and web translator. Translator and editor of commercial and editorial projects for private clients:

- writing thematic texts for different projects;
- editing, translating and localizing texts;
- translation from and to Russian, English and Italian languages.

ASSISTANT COMPANY SECRETARY

Singular Perception, Italy

Jan. 2018 — July 2018

Internship as a management assistant with the following duties:

- translation of documents (Italian and English);
- preparation of accounting documents, creation and management of spreadsheets for business
- development forecasts;
- internal teacher for Russian language courses.

Track, analyze and report the success of utilized marketing channels.

SKILLS

Strong copywriting skills.

Strong editorial sense and ability to develop content ideas.

Excellent attention to detail and an ability to identify improvements.

Experience of building and engaging online audiences including gamification strategies.

Experience working to tight deadlines and managing key stakeholder relationships.

Ability to deliver at pace and anticipate deadlines.

Willingness to adapt to a rapidly changing environment and to develop skills according to the changing needs of the business.

TOOLS

- Online content creator (Canva);
- Office365;
- photo editing (Adobe Lightroom);
- publishing tool (Lulu);
- translation tools (CAT/TM);
- social networks (Linkedin, Instagram, Twitter);
- web analytics tools (Google Analytics, Lucky Orange);
- web advertising tools (Google Ads, LinkedIn campaign);
- gamification tools (Growave);
- online event management tools (Eventbrite, Airmeet, HyHyve);
- metaverse tool (Mozilla Hubs);
- email marketing (MailChimp);
- community builder (MightyNetworks);
- Brainstorming tools (Miro);
- CRM (Monday).

Founder

Infinità, Russia

Mar. 2013 — Oct. 2015

Running a scholastic foundation "Infinità" with the goal of sharing knowledge and helping children with different degrees of disability (mostly psychological problems):

- managing the foundation's agenda, clients' contracts, searching for resources;
- managing fiscal documentation of the foundation;
- creating educational programs for every student according to their need and health situation.

EDUCATION

Bachelor Degree in Philology

Institute of Ecology and Human Sciences

Sep. 2009 – June 2014

Obtained the BA degree with thesis "Mechanisms of Influence of Foreign Language Culture on Personal Development"

VOLUNTEERING

Translator

Translators without Borders

Feb. 2019 – present

Provide translation and review service from and to English, Italian and Russian languages for non-profit organizations worldwide. Donated more than 80.000 words.

REFERENCES

Mr. Fabrizio Gramuglio, CEO of Xplus and former Global Ambassador of SU Frankfurt Chapter.

Email: fabrizio@exolve.me

Phone: +4915257006149

CERTIFICATIONS

July 2022: *Google Ads* – Alteredu.it.

July 2022: *An Introduction to Consumer Neuroscience & Neuromarketing* – Copenhagen Business School

May. 2022: *Marketing Strategico* (Strategic Marketing) – Alteredu.it.

Sep. 2021: *Agile Essentials: A Practical Guide to the Agile Process* – Alison.

Sep. 2020: *Opportunità dell'economia digitale per le imprese - Crescere in Digitale*.

Aug. 2020: *Diploma in Project Management* - International Business Management Institute (IBMI).

May 2020: *Marketing communications as a strategic function* - The Open University.

Apr. 2020: *Statement of participation: Stakeholders in marketing and finance* - The Open University.

Mar. 2020: *The market-led organisation* - The Open University.

Jan. 2020: *Digital Marketing* - Accenture.

Jan. 2020: *Digital Skills: Artificial Intelligence* - Accenture.

Oct. 2019: *ExO foundation* - OpenExO.

July 2019: *An Introduction to Organisational Behaviour: How to Understand Your People* - Coventry University.

July 2019: *Understanding Epilepsy And Its Neuropsychology* - Università degli Studi di Padova.

June 2019: *Introduction to Psychology: Biological Psychology* - Monash University.

May 2019: *The Online Educator: People and Pedagogy* - The Open University.