

ANNIE KOCHNEVA

✉ AKOCHNEVA@GMAIL.COM 📞 (518) 888 - 1544 ⓘ Ballston Lake, NY 12019

STRENGTHS

Personal Skills

- Organization/ Communication/ Creativity/ Research/ Networking/ Emotional intelligence/

Professional Skills

- Strategic Marketing/Content Management & Development/Social Media Advertising/Brand Ambassador/
- Public relations/Customer & Vendor Relations/Customer Service/Conflict Resolution/Crisis Management/
- Data Collection and Analysis/Strategic Planning/Marketing Plan Development & Execution/Investigative Marketing/
- Employee Hire/Training/Supervision & Evaluation/ Interdepartmental Communication & Relations/
- Budget Forecasting/ Planning/Development/Management/

Computer Skills

- Multiple OS (Windows/ Mac/ Linux), MS Office, Open Office, Prezi, Pencil/
- Visual Arts/ Graphic design - Adobe Suite/ Corel Painter 12/ Video Editing/ Audio Editing/Image Editing/
- Social Media Engagement and Advertising – Facebook, Twitter, Pinterest, Instagram, Google +, Constant Contact/
- PPC -Google AdWords/ Bing Ads/ Google Analytics/ Yahoo Advertising/
- SEO- Link Building/ Content Management/ Newsletter/ Brand Awareness/
- Call Tracking- XIMA/Mongoose Metrics/IfByPhone/ResponseTap
- CRM- Salesforce/ Sugar/ InfusionSoft & ERP (TIMS)
- Web Development/ Programming- Basic HTML/XML/ Javascript, HTML Editors (Dreamweaver/ FileZilla) & Database design (Microsoft Access)

Languages

- English (active), Bulgarian (active), Russian (inactive), Swedish (inactive), German (inactive)

PROFESSIONAL EXPERIENCE

May 2017 –
Jan. 2018

Director of Customer Service and Marketing
Noble Gas Solutions, Albany NY
Duties and responsibilities:

- Responsible for management, training, service and inventory of Albany and Kingston location stores and team of inside sales employees, for ensuring customer service quality and customer satisfaction, and for defining and improving existing processes in collaboration with the Operations and Sales department.
- Design and oversee the implementation of a comprehensive marketing strategies to create awareness of the company's activities, through products and services, social media presence, events and campaigns for corporate promotion, digital marketing, and PR.
- Control budgets and allocate resources between projects.
- Responsible for updating and managing shipping and receiving policies and procedures.
- Control merchandising and pricing of inventory and serve as a vendor liaison/POC.
- Become the organization's ambassador towards external parties such as media, stakeholders and potential clients and builds strategic partnerships through networking and brand awareness.
- Work closely with the company's Sales team; allowing the outside sales representatives to meet their commercial objectives by providing them with appropriate tools, materials and presentations

March 2016 –
May 2017

Marketing Manager
Noble Gas Solutions, Albany NY
Duties and responsibilities:

- Establish strategic marketing plans to achieve corporate objectives for products and services.
- Develop and execute marketing programs to achieve stated objectives regarding revenue, profitability, and market share.
- Plan and oversee the execution of promotional activities including print, electronic media, trade show, direct mail, and signage.
- Communicate with outside advertising agencies on ongoing campaigns. Manage development, production, and distribution of promotional and collateral materials to support marketing

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programs. Analyze marketing programs and adjust strategies to increase effectiveness. Plan and conduct market research to identify opportunities for increased sales.

- Establish and maintain consistent corporate brand and image. Develop interdepartmental relationships as part of the company Executive team to ensure marketing initiatives meet the needs of all business segments. Maintain content of company website and social media accounts

April 2015 –
March 2016

Search Marketing Manager
Baldwin Research Institute (Saint Jude Retreats), Amsterdam, NY
Duties and responsibilities:

- Responsible for daily management of Search Network PPC accounts for Google and Bing (campaign strategies, bids, budget allocation, performance reports etc)
- Responsible for development and implementation of Display Network placements on Adwords and through other contextual advertising platforms.
- Research, provide recommendations and execute new strategies for campaign implementation for Google Adwords and BingAds (keyword opportunities, campaign structuring, targeting, and other facets of paid search in line with the company's goals)
- Responsible for creation and execution of Social Media branding and advertising strategies/campaigns (including paid)
- Oversee SEO Specialist's link building and branding strategies and implementation.
- Act as a backup to Senior Marketing Director. Reporting directly to the President, Chairman, Executive Director and Senior Marketing Director

Sept. 2014 –
April 2015

Assistant Marketing Director
Baldwin Research Institute (Saint Jude Retreats), Amsterdam, NY
Duties and responsibilities:

- Oversee training, assign responsibilities, and review in-house marketing team and remotely working employees.
- Perform research, create and present annual marketing plan (including budget)
- Plan, develop, implement and evaluate promotional initiatives and programs to drive sales on a national level
- Update/maintain company website and blog, including overseeing content creation, editing and publication
- Communicate, evaluate and establish relationships with partnering organizations, companies, agencies
- Manage and coordinate existing SEO opportunities and create and implement new strategies.
- Act as a backup to Senior Marketing Director. Reporting directly to the President, Chairman, Executive Director and Senior Marketing Director

March 2014- Sept
2014

Marketing Manager
Baldwin Research Institute (Saint Jude Retreats), Amsterdam, NY
Duties and responsibilities:

- Accomplish marketing human resource objectives in training, assigning, counseling, reviewing employees (in-house and on outsource projects).
- Plan and forecast marketing budget for social media and assisting in preparing annual marketing budget.
- Manage and coordinate SEO efforts /Oversee PPC efforts
- Report directly to Senior Marketing Director and Executive Director

Sept. 2013-
March 2014

Social Media Coordinator
Baldwin Research Institute (Saint Jude Retreats), Amsterdam, NY
Duties and responsibilities:

- Create and implement an online marketing strategy for Saint Jude Retreats and Baldwin Research Institute including daily posting, management and engagement on social media (FB, Twitter, Google+, Pinterest, LinkedIn)

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- Create and implement brand awareness campaigns (including social media advertising)
- SEO - responsible for improving the company's organic search results, as well as page rankings.
- Image editing and graphic design
- Reporting directly to Senior Marketing Director

Nov. 2012-
Sept.2013

Multimedia Designer and Marketing Specialist
Troy Max Ventures, Inc., Niskayuna, NY

Duties and responsibilities:

- Search Marketing, Brand Ambassador, Multimedia Design
- Grow and promote Annie's Art Book brand www.AnniesArtBook.com
- ETSY store sales and advertising Etsy.com/shop/AnniesArtBook
- Investigative Marketing and Research

Sept. 2012-
Dec.2012

Library/Internet Research Assistant SUNY – University at Buffalo, Graduate School of Education, Dept. LIS, Buffalo, NY

June 2012- Aug.
2012

Intern Clifton Park- Halfmoon Library Internship- Clifton Park, NY

May 2011-Nov.
2012

Custom Design Specialist Coccadotts Cake Shop- Albany, NY

Feb. 2010- Dec.
2011

Volunteer Coordinator Craig Elementary School “1000 Book Club” - Niskayuna, NY

Sept. 2009- Sept.
2011

Member of Committee on Special Education Committee for Special Education (CSE/CPSE) - Niskayuna, NY Board of Education, Niskayuna NY USA

Sept.2008- Dec.
2011

Volunteer Library Assistant Craig Elementary School Media Center- Niskayuna, NY
Assist Library Media Specialist in performing library duties

July 2001- Sept.
2004

Sales Executive Venimpex, LTD- Varna, Bulgaria
Import/Export/Government Contracts

July 2001- Jan.
2002

Corporate trainer Diversified Information Technologies, Inc.- Scranton, PA Project took place in Baroda (India), Bangalore (India)

Aug. 1998- Aug.
2000

International Activities and Communication Coordinator Center for Independent Living – Varna, Bulgaria

EDUCATION

Sept.2011- Aug 2013

[Master in Library Science \(MLS\)](#)/Major: Library and Information Science/GPA: 3.970
SUNY - University at Buffalo, Buffalo, NY

Sept.2001- May 2004

[Bachelor of Commerce](#)/ Major: Economics of Commerce
Professional Qualification: Economist, University of Economics- Varna, Bulgaria

April 2000-June 2000

[Communication and Public Relations Specialist- Certificate](#)
Post graduate qualifications center, University of Economics- Varna, Bulgaria

Sept.1997-July 2000

[Associate Degree](#)
Major: Hospitality and Restaurant Management ,UE- College of Tourism, Varna, Bulgaria

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CERTIFICATE AND ORGANIZATIONS

Jan 2018	Chair of Business Referral Group#6/ Capital Region Chamber of Commerce, Albany NY
Dec 2016	Vice Chair of Business Referral Group #6/ Capital Region Chamber of Commerce, Albany NY
Sep 2016	Certificate of Training Completion, United Abrasives, Inc./SAIT
Nov 2015	Successful Negotiation: Essential Strategies and Skills Certificate, University of Michigan
July 2015	Google AdWords Certificate, Google
July 2015	Bing Ads Accredited Professional Certificate, Microsoft
May 2015	Certification of Continuing Education, National Seminars Training, "How to Successfully Make the Transition to Supervisor"
Feb. 2015	Public Librarian's Professional Certificate University of the State of New York Education Department License HUSY2NJ (see here)
Aug. 2014	Certificate of Completion of Social Media Marketing Conference SkillPath Professional Business Training, Albany NY

HONORS AND AWARDS

Aug. 2013	1st Place Niskayuna Art Out Art Competition
July 2011	2nd Place Niskayuna Art Out Art Competition
Sept. 2004	Graduate of the year, University of Economics, Economics of Commerce
July 2000	Certificate of Merit for Academic Achievement, UE-College of Tourism, Varna, Bulgaria
May 2000	1st Place Award- Third Annual Student Science Session Project: Personnel Motivation UE- College of Tourism, Varna, Bulgaria
May 2000	Most Original Project Award- Third Annual Student Science Session Project: Management and marketing concepts for growth and development. UE- College of Tourism, Varna, Bulgaria