



TETIANA LYSENKO

EVENT SALES COORDINATOR

CONTACT



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SKILLS

- Conference and Convention Planning
- Project Planning
- Managing Operations and Efficiency
- Conference Budget Planning and Administration
- Digital Marketing
- Sales

CERTIFICATIONS

- German Courses Lingua Nova, 2024
- Digital Marketing, 2024
- German Courses ECAP Aargau, 2023
- Business meetings and negotiation, 2022
- Advertisement content creation, 2021
- Time management and delegation, 2021
- SMM marketing, 2020
- Advertising and PR, 2019
- Sales Techniques, 2017
- Leadership and teamwork, 2015
- School of Effective Marketing, 2014

PROFESSIONAL SUMMARY

Forward-thinking Event Sales Coordinator with passion for creating exceptional client experiences. Proactive in identifying opportunities and assertive in securing new business, consistently driving successful event outcomes. Optimistic and articulate communicator who excels in building strong relationships and delivering results. Ambitious professional dedicated to standing out and achieving excellence in every endeavor.

EXPERIENCE

January 2024 - Present

Partnerships Manager

Commodity Trading Club, Geneva

non-profit organization

- Organizing commodity trading club events in Switzerland and abroad
- Manage event promotion, including online marketing campaigns, social media strategies, and partnerships with relevant stakeholders
- Maintain strong relationships with clients, sponsors, and event partners, ensuring their satisfaction and fostering long-term partnerships
- Oversee event logistics, such as venue selection, decor, audio-visual setup, transportation, and guest accommodation

May 2019 - July 2023

Event Project Manager

International Law Company Interlegal, Odesa

- Researched venue and supplier options to make recommendations for events
- Manage partnerships, budgets, event calendars, communications, on-site activations
- Managed logistics and budget, driving seminars, conferences, and other high-profile marketing events
- Leading and managing the planning and execution of events for both internal and external stakeholders
- Training and management of the project team
- Maintain strong relationships with clients, sponsors, and event partners, ensuring their satisfaction and long-term partnerships
- Manage the collaboration with agencies/suppliers
- Recruited sponsors for events and promotions for mutual benefit
- Worked with professional associations to create successful events
- Provide operational and administrative support for all related event activities and maintain activities in the event management system
- Manage event closing for final reconciliation
- Reporting and evaluating event successes

EDUCATION

- **National Academy of Telecommunications.**
Master of Science: Economics

The aforementioned degree formally corresponds to a bachelor's degree from a Swiss university.

LANGUAGE

Ukrainian, Russian : Native Language
English : B2 (Intermediate)
German : B2 (Intermediate)

RECOMMENDATIONS

- Lorenzo Maguolo,
Investment and Strategy consultant,
Commodity Trading Club,
+41788323087,
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<https://www.commoditytrading.club/>
- Arthur Nitsevykh,
Partner of Law Firm Interlegal,
+380503164432,
nitsevykh@interlegal.com.ua
- Nikolay Melnykov,
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+380503169951,
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September 2017 - April 2019

Regional Sales and Marketing Manager
Mozart Hotel Group, Odessa

- Streamlined operations and prioritized tasks, allowing senior staff to increase revenue by 20%
- Enhanced digital marketing and SMM
- Lead development and delivery of marketing and communication plans and budget
- Planning and execution of the company's external promotion programs
- Created and maintained promotion packages to support business objectives

January 2014 - September 2017

Marketing Regional Manager
Telecommunication Company «Vega», Odessa

- Responsible for brand promotion in southern Ukraine (5 cities)
- Tendering and contracts management
- Management of marketing budget
- Market research and competition analysis
- Efficiency analysis of marketing campaigns

October 2010 - January 2014

Head of Sales Department
Magazine "Autopark", "World of Apartments", Odessa

January 2009 - October 2010

Administrative Manager
SPA complex "Magnolia", Odessa

September 2001 - January 2009

Engineer
Ukrainian Research Institute of Radio and Television, Odessa

- Company Overview: Department of Television
- Department of Television

ACCOMPLISHMENTS

- Organized more than 100+ offline, hybrid and online events
- Successfully organized and executed the Commodity Trading Summit as part of the Global Freight Summit Dubai 2024, attracting 7,500 attendees
- Co-organized conference for the Trade and Shipping companies in Istanbul, May 2022
- The Odessa Shipping Dinner (500+ participants from 30 countries)
- Annual Conference Shipping and Trade (250+ participants from 50 countries)
- Volunteering:
- Organized charity race in Ukraine aimed to support children with cancer.