



Lomakina Anna

October 18, 1988 (36 years old)

Moscow → Bali (since 2016)

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Since 2010, I've worked in marketing and advertising, collaborating with agencies, corporations, and small businesses.

Combining analytics, creativity, and business strategy, I create a foundation for a brand's long-term success. I don't offer one-size-fits-all solutions—instead, I build tailored strategies that align with the business, team, and brand's rhythm.

Education

Higher Education

2011 State University of Management, Moscow
Institute of National and World Economy, National Economy

Courses & Professional Development

2025 The Science of Happiness | University of California, Berkeley
2024 Launch & Production Intensive | Mikhail Timochko
2018 My Successful Brand | Yulia Kushnir
2014 Corporate Trainer Training | Margarita Yanochkina
2013 Internal Communications School | Anna Nesmeeva

Skills

Languages Russian – Native
English – B1 – Intermediate
Indonesian – A1 – Beginner

Expertise Branding & marketing strategy development
Launching marketing campaigns
Launching international ad campaigns
Market & advertising campaign analysis
Product creation & packaging
New product launches
Team management
New brand launches
Target audience analysis
Brand management
Brand promotion & development
Brand positioning
Content creation

Technical Skills ChatGPT | DeepSeek
Figma
Miro

Notion
Tilda | Flexbe
AMO CRM | Citrix 24
PhotoShop
CapCut
Office

Soft Skills

Leadership
Empathy
Creativity
Strategic Thinking
Proactiveness
Communication
Humor
Adaptability
Fast Learning
Aesthetic Sense

Driving

Category B license (Russian & international)
Scooter riding (7 years)

Work Experience

Jan 2020 –
Present

Self-Employed / Freelance
Brand Strategist, Marketer

- Developed **32+ strategies** for SMBs, focusing on growth and performance improvement.
- Conducted **70+ consultations**, helping clients enhance marketing and achieve significant metric improvements.
- Implemented positioning, packaging, and promotion strategies leading to **up to 200% profit growth (3x increase)**.
- Managed project teams (graphic designers, web designers, targeting specialists, SEO, SMM, videographers, etc.).
- Clients included business owners & experts in beauty, construction, finance, legal services, tourism, fashion, psychology, esoterics, restaurants, extreme sports.
- Created **digital business products**: templates, guides, planners, and other marketing tools.

Jan 2017 —
Dec 2019

Surf Camp in Bali
Founder & Guide

- Developed the concept, launched the business abroad from scratch, organized and conducted tours.
- Built and promoted the brand on a limited budget.
- Grew Instagram following from **0 to 28K**, fostering a loyal community.
- Maintained a **5-star satisfaction rate** with hundreds of repeat clients.
- Created **self-guided digital travel routes** for Bali, including daily plans, personal recommendations, and maps.

Aug 2014 —
Jan 2016

Event Agency I-magine (AGT Communications Group)
Event Project Manager

- Managed marketing projects for corporations: Microsoft, Nokia, Gazprom, Norilsk Nickel, Sanofi, Actavis, Mosenergo, etc.
- Organized **full-cycle events** in Russia & abroad, branding, ad campaigns, and creative solutions for product launches.

Sep 2012 —
Aug 2014

Caesar Satellite Corporation
Event Manager & Internal Communications Specialist

- Organized internal corporate events & managed projects.
- Handled internal communications: intranet portal management, corporate digest editing, training sessions.

Aug 2011 —
Sep 2012

Electronic Archive Corporation (ELAR)
Event Manager

- Organized full-cycle marketing events for the corporation.
- Developed branding, ad campaigns, and creative solutions.

Apr 2010 —
Aug 2011

Creative Bureau "9 Ideas" (Roman Budnikov, Channel 1 host)
Event Manager

- Organized corporate & private events.
- Developed branding, ad campaigns, and creative solutions.

Feb 2007 —
Apr 2010

GSU Publishing (State University of Management Publishing)
Print Layout Designer

- Layout, editing, and prep for print of university publications.