

## Zhanna Usova

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Ukraine Citizenship; US Visa F-1 valid through Dec 2010

### *Lester E. Kabakoff School of Hotel, Restaurant and Tourism Administration*

*University of New Orleans*

*New Orleans, LA, USA*

#### Graduate Assistant

2007-2009

Service assistant to Faculty in four committees while working towards an MS in Hospitality and Tourism Management; anticipated graduation date May 2009

### *Philip Morris Management Services*

*Moscow, Russia*

#### **Brand Manager Marlboro**

2004 – 2007

- Coordinated marketing activities for Marlboro in Russia to create brand volume growth 16% in '05 and 15% in '06
- Received "green" financial audit for handling advertising budget
- Raised the execution of Marlboro campaigns in Russia to world-class level
- Reinforced the team by keeping the best talent, forged stronger partnership with Leo Burnett advertising agency and developed a local event management agency
- Ran five national consumer promotions
- Received the Excellence Award from Philip Morris International for launching the permanent full-fledged Marlboro website and a permanent consumer call center

### *Philip Morris Ukraine (PMU)*

*Kiev, Ukraine*

#### Junior Brand Manager

2001 – 2004

- Leader and cost center responsible for marketing of Bond Street
- Coordinated for selected Marlboro campaigns
- Developed a promotion that helped revert the downward trend of Bond Street sales
- Launched a line extension, ran advertising on outdoor, in print and retail; brand volume growth was 22% in '03 and 38% in '04

#### Brand Executive Local Brands

1999 – 2001

- Developed Packaging and products for new local cigarette brands
- Coordinated implementation of selected campaigns for 5 local brands

#### Marketing Trainee

1998 – 1999

#### Interpreter, Health and Safety department, PMU factory

1997 – 1998

### *Radio-50*

*Kharkiv, Ukraine*

#### DJ and radio presenter

1993 – 1996

- On air work on the first independent FM station in the Ukraine, Kharkiv

#### Education:

- Master of Science in Hospitality and Tourism Management, UNO 2007-2009
- U.S. Equivalent of Master of Arts degree (English as a Foreign Language): Special Diploma confirming qualification of Interpreter and Teacher of English and French, Kharkiv State University, Ukraine, 1992-1997

Computer Skills: General skills in Microsoft Word, PowerPoint, Excel, Outlook, SAP, Internet

Languages: English, Russian, French, Ukrainian.