



ILYA PETROV

@: mail@ilyapetrov.com M: +7 926 429-02-67

Digital native with 13-years experience in cross-channel communication strategy.

Vast expertise in digital marketing, content marketing, social media, e-commerce and e-CRM, based on strong integrated background: ATL, BTL, PR and brand planning.

Key clients: Nike, P&G, Visa, Wrigley, Mars, Bacardi, etc. □

Based in Moscow, Russia. Ready to relocate to the US, EU, Canada.

WORK EXPERIENCE

Nike Russia, Moscow — Digital Brand Director

APRIL 2016 – PRESENT

Lead Digital Brand team at Nike Russia, driving a wide range of digital and cross-functional projects on membership engagement around seasonal campaigns, social platforms, e-commerce and mobile apps to help the company to achieve its brand and business KPIs;

Achievements:

Lead Nike Digital team to Highly Successful average end-year rating.

Launched several brand-defining campaigns: K11, #MadeOf, etc.

Established new agency pool and processes around it to eliminate overloads and to increase work quality.

Developed new approach to brand campaigns, unlocking membership growth via digital participation, driving +60% YOY growth both in new and active members.

Supported local expansion of Nike.com online store right after the launch, developing analytics, optimisation and commerce-into-brand integration setups; that led to x1.5 growth in traffic and x2 increase in conversion.

Proximity Russia (BBDO Group), Moscow — Strategic Planning Director

SEPTEMBER 2014 – MARCH 2016

Responsible for digital expertise inside BBDO Group in Russia;

My mission was to develop expertise across all digital disciplines, bringing to life Proximity motto: "We use data-driven creativity to solve business problems";

As a planning director, I implemented key digital procedures, adopting global Proximity knowledge and experience, amplifying it with local tools, based on unique Russian online environment;

Key clients: P&G, Visa, Bacardi, ITG, Mars, Teva.

Achievements:

Developed and implemented a new strategy around P&G-owned content-based consumer engagement platform Everydayme.ru, driving the growth in share of non-paid traffic, on-site engagement and participation.

Won Snickers and Whiskas digital pitches, earning back Mars's trust in BBDO digital expertise.

Won and launched "GoDigital!" consulting project, helping Teva to adopt digital culture and to implement modern approach to marketing.

Leto (ArkGroup), Moscow — Digital Strategy Director

JANUARY 2011 – AUGUST 2014

Opened the agency and built the team from scratch;

Developed strategic expertise within one of the biggest Russian independent communication holdings Ark Group;

Was in charge of integrated strategy (digital+BTL+PR), digital strategy and social media strategy;

Acquired experience in agency business planning, advanced team management, cross-channel communication strategy planning, CRM, advanced BTL and intermediate PR expertise, advanced analytics;

Key clients: Nike, Pioneer, Kraft Foods, Beiersdorf, SCA, Hasbro.

Achievements:

Brought newly opened agency to full operations/competitive mode in 2 years.

Won Nike pitch one month after the agency launch.

Launched Nike Running on Facebook, and brought it to success in 1 year – made it the most-engaged Russian community.

Supported a relaunch of Inbrief from BTL to CRM agency, was part of planning and development of EffiCRM platform.

Launched “Ya in the big city” (PepsiCo) and Libero (SCA) long-term loyalty programs.

BEFORE THAT

- **Red Keds**, Moscow — Creative Director, *2009 – 2010*

- **BBDO Russia**, Moscow — Copywriter, *2006 – 2009*

- **13 floor**, Izhevsk — Creative Director, *2004 – 2006*

EDUCATION

Moscow State University, Moscow

High School Coursework, Mathematics and Computer Science

2000 – 2003

20+ marketing classes, e.g. London Institute of Copywriting, Wrigley’s Marketing College and Miami Ad School Weekend

2004 – PRESENT

PUBLIC SPEAKING

- Speaker and curator at BBDO College, Wordshop Academy, IKRa, *2006 – 2015*

- 50+ presentations on key advertising events in Russia/CIS, e.g. Vedemosti Marketing Forum, *2006 – present*

- 15 personal 2-days workshops on marketing strategy across Russia, Ukraine and Kazakhstan, *2015 – present*

LANGUAGES

Russian, Native

English, Advanced

RANDOM FACTS

- Top-20 17 y.o. mathematicians in Russia, *2000*

- Author/actor in a viral commercial with 1M+ views, *2009*

- Blind typing 491 characters per minute, *2010*

- Finished Athens classic marathon under 4 hours, *2012*

- Launched professional application for planners Strategy Deck with 30K+ installs around the world, *2013*

- Professional network reached Facebook limit of 5000 friends, *2015*