

ANASTASIIA ZARIA

Communication & Marketing Strategy Consultant

23.02.1991
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PROFESSIONAL SUMMARY

Communication & Marketing Strategy Consultant with 14+ years of experience driving growth for corporate brands and startups across B2B and B2C sectors, including retail, trading, and SaaS. Specializes in marketing research and strategy, digital marketing, brand building, and data-driven communications. Expert in applying AI, marketing automation, and behavioral insights. Global experience with international awards.

SKILLS

Marketing Strategy: marketing planning and management; analyzing consumer markets and behavior; identifying market segments and target customers; developing customer value propositions and positioning strategies; designing and managing distribution channels; driving growth in competitive markets; building and maintaining customer loyalty

Brand Strategy & Design: communication platform creation; brand portfolio management; co-branding partnerships; brand repositioning; brand crisis management; visual identity and executional assets

Digital Marketing: designing integrated digital marketing campaigns; running data-driven marketing experiments and A/B tests; working with customer data platforms (CDP) for segmentation and personalization; managing the digital content supply chain (planning, creation, distribution, optimization); automating and personalizing customer journeys across channels; applying value realization frameworks to measure marketing impact and business outcomes; exploring AI and LLM-based architectures for marketing automation and content generation

Marketing Analytics: designing research and surveys; consumer behavior and behavioral science-informed analysis; JTBD interviews; market and competitor analysis; KPI-driven and data-driven strategy; data collection, cleaning, manipulation, and visualization; applying statistical models and testing (A/B tests, summary statistics); insight reporting and stakeholder presentations; considering data ethics and fairness in analysis and modeling

EDUCATION

University of Basel – Switzerland
MA in European Global Studies

Focus: Business & Technologies
2024 – 2026

Kyiv Academy of Arts and Design – Ukraine
Course in Creative Thinking & Concept Development
2024 – 2025

Propaganda Institute – Ukraine
Course: Brand Visual & Visual Communication
2023

“Baggage” Business School of Marketing & Communications – Ukraine
Course in Marketing, Strategy & Creativity
2017 – 2018

V. N. Karazin Kharkiv National University – Ukraine
BA in Journalism
Focus: Innovative & Online Media
2009 – 2013

Kharkiv Humanitarian Pedagogical Academy – Ukraine
BA in Social Pedagogy, with Honors
2008 – 2012

PROFESSIONAL EXPERIENCE

Communication & Marketing Strategy Consultant

USB NGO & U-Integration / Atria Brokers & ASAP Agri – Switzerland, United Kingdom, A.O.E. | 2024 – Present

- Led organizational transformation by redefining mission, vision, and strategic focus areas
- Conducted ongoing research on the market, competitors and human behavior to develop marketing strategies, positioning, and a data-driven omni-channel approach
- Led rebranding initiatives, including communication platform development, brand identity, visual system, brand book
- Generated creative concepts, communication frameworks, and integrated creative campaigns across channels
- Redesigned and relaunched websites, improving UX, communication clarity, and engagement
- Supported sales and implemented enablement tools and processes to improve team performance

Head of Digital Marketing Nowy Styl – Ukraine | 2021 – 2023

- Conducted in-depth market and consumer behavior research to identify growth opportunities in the CIS region; contributed to rebalancing the company's mission and vision
- Led rebranding and repositioning initiatives aligned with international corporate identity for B2B and B2C markets
- Developed integrated marketing strategies across brand, product, pricing, distribution, incentives, and communication channels
- Managed data-driven B2C digital campaigns (social media, paid ads, email) using CDP segmentation, A/B testing, and analytics
- Implemented omnichannel sales approach combining online platforms and offline factory-based retail
- Planned and optimized digital campaigns using analytics and KPI-based performance measurement
- Generated and supported PR campaigns; authored and prepared articles for publication in international media and leading industry publications

Marketing Manager PrideGas – Ukraine | 2018 – 2022

- Rebranded and repositioned the PrideGas & Pride product portfolio using a multi-channel, data-driven marketing approach
- Defined market segmentation and value propositions based on consumer insights and analysis
- Led the development of product catalogs, presentations, sales materials, and conference kits
- Provided end-to-end marketing support for national and industry conferences
- Managed digital content, marketing automation, and partner loyalty programs in collaboration with BRSM Nafta

Marketing Manager BILUX – Ukraine | 2013 – 2017

- Led crowd-marketing initiatives and forum advertising, supporting franchise expansion
- Ensured consistent brand identity and franchise standards across regions
- Managed full-cycle social media content creation, including YouTube (from scripting to editing)
- Represented the company at industry conferences and collaborated closely with dealers and distributors

SMM Manager Utka-Raskrutka – Ukraine | 2012 – 2014

- Managed full-cycle social media marketing across Facebook, Instagram, and LinkedIn
- Planned and executed targeted advertising campaigns to drive engagement and conversions
- Ran LinkedIn B2B outreach campaigns to generate leads and support sales growth
- Conducted internal team trainings on LinkedIn best practices for sales and marketing effectiveness

Social Worker Centr "Doverie" (Citywide Trust Center) – Ukraine | 2010 – 2013

- Led volunteer and youth projects, organizing social initiatives and community events
- Collaborated with partners to implement social programs and support beneficiaries
- Coordinated community activities to maximize engagement and social impact

SOCIAL IMPACT & VOLUNTEER PROJECTS

- **Winner of World Brand Design Society 2025/26 – Identity: Brand**
- **Founder – Boost Integration** Non-profit Association for Migrant Integration
Basel, Switzerland | 2026–Present

Founded and legally established a Swiss non-profit association (Verein) focused on the integration of young migrants.

Institutionalized and scaled a grant-winning initiative into a structured, community-based organization. Lead strategy, fundraising, partnerships, and communications.

1) Youth Integration Hackathon (2025)

Conceptualized and launched the initiative; secured the competitive CATAPULT Grant. Built and led a cross-regional migrant community (10+ volunteers, 25+ participants from different countries); organized integration events and mentorship programs.

2) Reel Integration (2026–Present)

Launched a digital media initiative (YouTube & TikTok) supporting migrant integration in Switzerland, achieving over 100,000 views. Secured funding from the Basel-Stadt Integration & Anti-Racism Office.

- **Guest Speaker – The Challenges in Labor Migration (2026)**

ZHAW Zurich University of Applied Sciences Delivered an invited lecture in Prof. Michael Zirkler's course on labor migration trends, policy implications, and practical challenges.

- **Active Participant in the Data Fairness Community at the Swiss Data Insight Association**