

DMITRY BARSENKOV

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SUMMARY

Business Development Director specializing in building sales channels from scratch, marketing strategy and communications. Experience of managing a team for 8 years in total up to 30 people in 2 departments.

EXPERIENCE

MUSEUM OF RUSSIAN IMPRESSIONISM - DEPUTY DIRECTOR (2016 - 2019)

- Attracted more, than 50 sponsors and partners
- Formed 7 income items, that are regularly replenished
- Implemented marketing and communication strategies – in 2 years the museum entered the Top 8 Moscow museums in terms of recognizability, Top 10 in attendance
- Organized more, than 50 events in the museum
- Prepared rules and scripts for the interaction of all museum structures

SOCHI AUTODROM (ORGANIZER OF THE FORMULA 1 RUSSIAN GRAND-PRIX) - HEAD OF DEPARTMENTS OF MARKETING AND COMMUNICATIONS (2013 - 2015)

- Organized sales of more than 50,000 tickets for a brand-new product.
- Launched the production and sales of a line of souvenirs
- Developed brand book, including all elements of corporate identity
- Supervised the website development, attendance brought to 44,000 people/day
- Conducted federal media company (paid + non-paid)
- Organized the opening ceremony of the Formula 1 Russian Grand Prix, Sochi Autodrom, and others with the participation of the country's top officials
- Received the prize for the best Grand Prix of the Season from Formula 1 Management
- Received the award for the most cohesive department

AUDI RUSSIA - PROJECT MANAGER, MARKETING MANAGER (2010 - 2013)

- Developed the project sales through the national Audi dealership network - customer base growth for the year by 40%
- Developed and launched new product line
- Supervised 2 Audi presentations for key customers in Spain and Germany

MAJOR AUTO - BRAND MANAGER (2009 - 2010)

- Managed marketing activities for 11 brands (Mercedes-Benz, Renault, Kia, Honda, Chrysler, Opel, Chevrolet, Cadillac and others)
- Organized marketing support for the launch of a new Kia dealership
- Organized advertising campaigns and events
- Launched new brand Major Expert, supervised the site www.major-expert.ru development
- Organized the largest dealer motoring event for customers, attended by over 5000 people in a day

MAJOR CARGO SERVICE - MARKETING MANAGER (2008 - 2009)

BDO Unicon - ANALYST (2007)

ROLF - TRAINEE IN THE SALES DEPARTMENT (2006)

EDUCATION

MSc, Moscow State University, Economics faculty, Department of Innovative Economics (2008 - 2010)

Bachelor, MSU, Economics faculty, Department of Enterprise Management and the Basic of Entrepreneurship (2004 - 2008)

TRAINING

S. Asimov training "Sales and negotiations", Tallinn School of Managers (2019)

V. Tarasov's annual training "Personal management art", Tallinn School of Managers, diploma with honors (2017 - 2018)

V. Tarasov's training "The Art of Team Management Struggle", Tallinn School of Managers (2015)