

Karina Vasiljeva

Marketing Management (Behavioural)

12-06-1993 Lithuanian

✉ info@kvasiljeva.com

☎ NL: +31639329419
CY: +35797603283

📍 Limassol, CY



🎓 Education

- 2016-2017 MSc Marketing Management – Erasmus University, NL**
(Top rated programme of 2016)
Specialization in Brand and Product Management, Consumer Behaviour.
- 2012-2015 BSc International Business – Maastricht University, NL**
(Fourth in “150 under 50 universities” ranking by QS rankings)
Major in Marketing, electives in Law and Finance
- 2014 Exchange at Babson College, MA, USA**
Sep-Jan
(Ranked #1 for Entrepreneurship by US News & World Report)
Entrepreneurship, Marketing and Finance. Dean’s list award for high performance.

👜 Work Experience

- 2015-2017 Marketing Manager (Intern) at Crystal Touch Clinic, Rotterdam, NL**
Sep-Jan
Creation and execution of strategies for all communications and branding. Business strategy consulting. Creation and maintenance of the website and marketing campaigns, design and technical assistance.
- 2015 Marketing volunteer, Global Week of Entrepreneurship Event, Maastricht, NL**
Oct-Nov
Marketing event organizing team member. Responsible for social media (Facebook) marketing. Over 30% joined the event from Facebook.
- 2015 Marketing volunteer, Maastricht Week of Entrepreneurship Event, Maastricht, NL**
Jan-Jun
Organizing guerrilla marketing campaign, promoting the event and managing volunteers. The team achieved high event participation (10% over expected).

💡 Skills & Interests

Professional interests:

Consumer behaviour, Advertising, Branding, Marketing strategy creation, Guerrilla marketing, Marketing innovation, Marketing communications, Market & Consumer analysis.

Graphic Design & Photography:

Commissioned projects (Website design, logo, flyers, ad images) and private & event photoshoots.

IT skills:

Adobe Photoshop, Lightroom, Illustrator & Premiere; Wordpress; MS Office; IBM SPSS.

🌐 Languages

English – Full proficiency	██████████	Polish – Basic	███
Russian – Native	██████████	Dutch – Basic	███
Lithuanian – Fluent	██████████	German – Basic	███