

Alyona Ruchko



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Model,
public relations, marketing,
events, talents manager

About me

Energetic, enthusiastic and a positive attitude, quick learner, good communicator, committed, team player, very adaptive to new environments.

Experience

E2 model management

Italy
2010 – present

International model

Contracts with modeling agencies worldwide (Milan, Paris, Hong Kong, Shanghai, Jakarta, Singapore, Kiev).
Work on runways, in print ads, magazine, catalog, e-commerce and lookbook shootings, video commercials, events for such brands as Armani, Armani Exchange, Vera Wang, Valentino, Boy London, Neroli Cheng, Lanafay, Decoster, Mitsubishi, Porsche, Pirelli, Heineken etc.

Living Room by Octave

China
March 2017 – present

Brand Ambassador

Representing and promoting the brand.
Maintaining and developing new/old customers in F&B event area as well as other services and products of the brand.
Defining Corporate and Individual Customer sales strategy, developing sales policies procedures and systems and delivering to the Marketing team. Communicating with media.
Providing customer feed back regarding the brand to sales managers.

DON NICO GRP

China
October 2016 – March 2017

Event organizer

Planning, developing and executing event organization. Work with such venues as Unico, Hu Bar, Le Royal Meridien Hotel, The Apartment etc.

DON NICO GRP

China
2014 – 2016

PR manager

Manage staff responsible for event coordination activities. Coordinate details of events such as business meetings, birthdays, anniversaries, charity events etc. Planning, organizing, executing events in nightclubs (M1nt, Muse, M2, M18, Hollywood, others)

Freelance

2013 – present

Talents Manager

Organization of castings. Managing talents teams, planning event schedules, trips, arranging tickets, food, accommodation, equipment etc.

IHOP

USA
June 2011- October 2011

Hostess

Meeting and greeting customers. Monitoring the open dining sections of the restaurant for empty and cleaned tables, estimating wait times for guests, monitoring the guest waiting list, answering the telephone, booking reservations

Education

Specialist degree

September 2008 – June 2013

V.N. Karazin Kharkiv National University (Ukraine)

Major: International Economic relations, Business English Translation

Skills

Microsoft Office – basic
Photoshop – basic
Piano – advanced

Languages:
Ukrainian – native
Russian – advanced
English – advanced

French – basic
Chinese – basic