



CONTACT

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[+7 985 218 67 69](tel:+79852186769)

LOCATION
Moscow, Russia

WEBSITE
moonabrief.ru

LANGUAGES

English	C1
Italian	A1
Russian	NATIVE

PROFESSIONAL SKILLS

Marketing research

Target audience & competitive analysis

Client & partner communications

Presentation design

TOOLS

PowerPoint	ADVANCED
Figma	CONFIDENT
AI tools	CONFIDENT
Excel	BASIC

PERSONAL

Structured, systematic approach

Initiative in improving processes

Quick adaptation to new tasks

HOBBIES

Equestrian sport is an important part of my life — I train regularly and take part in competitions. I have my own horse — daily care for it has taught me discipline and responsibility.

Daria Kalinkina

MARKETING • BRAND MANAGEMENT • PR • SALES

Business graduate of Lomonosov Moscow State University with honours, currently reading for a Master's in Industry Marketing at MGIMO. Five years of client relations and hands-on experience in brand promotion, market research and competitive analysis.

i Experience

MAIN BURO

AUG 2023 — JUL 2024

PROMOTION MANAGER · ARCHITECTURE BUREAU

- Conducted a competitive analysis of the architecture market and identified **4 promising promotion channels**
- Prepared and systematised materials on **5 projects** for **8 architecture competitions** and professional events
- Developed proposals for the bureau's promotion strategy within the professional architecture community
- Updated website content for **6 architecture projects**
- Maintained business communication with architecture firms and partners

Euroliftmash LLC

JUN 2021 — JUN 2026

CLIENT RELATIONS MANAGER

- Handled incoming client enquiries and coordinated their hand-off to the responsible specialists
- Managed business communication with clients and partners, supporting document approvals and ongoing requests
- Prepared, reviewed and organised client documentation, keeping the client database up to date

ii Education

MGIMO University

2026 — 2028

INSTITUTE OF MARKETING AND ENTREPRENEURSHIP

Master's degree · Industry Marketing of Goods and Services

Lomonosov Moscow State University

2022 — 2026

GRADUATE SCHOOL OF BUSINESS

Bachelor's degree · Business Management and Entrepreneurship

DIPLOMA WITH HONOURS

iii Selected Project

Bachelor's thesis

2026

"Promoting an architecture bureau's employer brand to attract specialists" — case study: MAIN BURO

- Analysed the employer brand, the competitive landscape and the target audience of specialists
- Investigated the key factors that shape the choice of employer in the architecture industry
- Developed recommendations for employer-brand promotion and a system of performance indicators