

Daria Gavrilyuk

Senior project manager

DISCIPLINE

Digital & web
Campaign delivery

BASED

Kyiv, Ukraine
Remote / hybrid

CONTACT

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PROFILE

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Project manager with 12+ years across digital marketing, web development and agency environments. Currently leading end-to-end digital campaigns and web projects for **Visa CEMEA** — from brief and scoping through production, approvals and final delivery. Combines client-facing project management with hands-on WordPress / no-code build experience and a practical understanding of AI-assisted web development workflows.

12+

YEARS EXPERIENCE

15+

SITES DELIVERED

7

TEAM LED

2

WORKING LANGUAGES

● Experience

REVERSE CHRONOLOGICAL

ROLE / ORGANISATION

PERIOD

Project Manager

Mar 2024 — **Present**

Digitum · Kyiv / Remote — key client: Visa CEMEA

CAMPAIGNS

LANDING PAGES

CLIENT LEAD

- Lead end-to-end delivery of digital marketing campaigns of varying scale and complexity, from initial brief, scope and estimates through production, approvals and final delivery.
- Manage multiple parallel workstreams across email campaigns, digital advertising, social media assets, campaign toolkits and custom landing pages.
- Coordinate designers, copywriters and developers, translating client requirements into clear deliverables, timelines and actionable tasks.
- Act as day-to-day client contact, managing expectations, feedback, priorities, dependencies and deadlines.

WordPress / No-Code Web Developer

Sep 2022 — Mar 2024

Self-employed · Remote — 15+ websites and landing pages delivered independently

WORDPRESS

WOOCOMMERCE

HTML / CSS

- Built corporate, multilingual and e-commerce websites using WordPress, Elementor, ACF, WooCommerce, forms and third-party integrations.
- Managed the full lifecycle from requirements and structure through build, responsive QA, hosting and domain setup, launch and ongoing updates.
- Handled basic technical SEO, performance configuration and troubleshooting.
- Used HTML/CSS and AI-assisted development workflows to extend no-code builds, prototype custom functionality and speed up delivery.

SELECTED BRANDS & CLIENTS DELIVERED FOR

Visa Nissan Infiniti VICHY BEKO Selpak HENKEL + 15 independent web clients

● Experience continued

ROLE / ORGANISATION

PERIOD

International Program Manager / Operations Lead

Mar 2021 — Jun 2022

ILC Recruitment Agency · Kyiv

OPERATIONS

TEAM OF 7

CRM

- Led a 7-person operations team and coordinated international recruitment programmes across Europe and Canada, covering client onboarding, recruitment, documentation, interviews and cross-functional delivery.
- Improved workflows through PM tools, process automation and CRM upgrades, introducing more structured tracking and team coordination.
- Developed international client relationships and partnerships, and represented the company in client calls, interviews and workshops in English and Ukrainian.
- Supervised website and landing-page updates and coordinated related marketing activities.

Project Manager

Jul 2017 — Feb 2021

T&A Design · Branding agency, Kyiv

BRANDING

WEB & VIDEO

BUDGETS

- Managed branding, digital, video and web projects from brief and estimation through production and delivery.
- Worked directly with local and international clients to define requirements and manage expectations, budgets, timelines and approvals.
- Built and coordinated remote teams of designers and developers (2–5 people) for websites, e-commerce projects and digital campaigns.

Account Manager

Sep 2013 — Jun 2015

TBWA · International advertising agency, Kyiv

ATL / BTL

GLOBAL BRANDS

- Managed integrated advertising campaigns for international brands including Nissan, Infiniti, VICHY, BEKO, Selpak and HENKEL.
- Coordinated creative and production teams across digital, print, radio and TV, controlling timelines, budgets and deliverables.

● Capabilities

END-TO-END PROJECT LEADERSHIP

WEB & DIGITAL PROJECT MANAGEMENT

CLIENT & STAKEHOLDER MANAGEMENT

SCOPING, PLANNING & ESTIMATION

CROSS-FUNCTIONAL TEAM LEADERSHIP

WEBSITE DELIVERY

RISK & TIMELINE MANAGEMENT

PROCESS IMPROVEMENT

● Education

Master's degree in Management

Moscow State Open University (MSOU)
Graduated 2009

TOOLSET

PM tools · Google Workspace · Microsoft 365 ·
Figma · WordPress · Elementor · ACF ·
WooCommerce · HTML/CSS

● Certifications

WordPress development and website creation

Beetroot Academy · 2023

Project Management in IT

Beetroot Academy · 2023

Agile with Atlassian Jira

Coursera

English courses

British Council

● Languages

Ukrainian

NATIVE

English

B2+

WORKING ACROSS

CEMEA — Central Europe, Middle East & Africa. Comfortable across time zones and distributed teams.

Get in touch ↗

Kyiv, Ukraine
LOCATION

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