

# Ksenia Hardy

Mobile: 832 410 7709 | E-mail: [KseniaHardy@yahoo.com](mailto:KseniaHardy@yahoo.com) | [LinkedIn Profile](#) | Houston, TX

**Executive Assistant | Office Manager | Administrative Coordinator**

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## CAREER SUMMARY

Administrative power house and trusted right hand with over eight years of project management, branding, marketing, public relations and administrative experience combined with contributions to business process improvement initiatives in the Pharmaceutical and Luxury Consumer Goods industries. Well-positioned to make the lives of the busy executives easier and ensure the day-to-day operations of a company or department are run smoothly. Excel at developing and delivering multi-mode communications, cross-functional collaboration, and holding self and others accountable to meet commitments. Accustomed to working in a fast-paced and dynamic environment. Among the executive team and peers, known as an outside-the-lines thinker, meticulous organizer, and detailed professional who always has a Plan B and C. Demonstrated proactive approaches to problem-solving with strong decision-making capability.

## CORE COMPETENCIES

- Calendar Management
- Event Planning
- Project Management
- Vendor Management
- Staff Supervision
- Productivity Improvement
- Cross-Functional and External Liaison
- Budget Management and Bookkeeping
- Relationship Development
- Complex Travel / Logistics Arrangements
- Strong Presentation and Influencing Skills
- High Proficiency in MS Office

## SELECTED HIGHLIGHTS

- Supported a regional Salesforce team of 300 people with budget management, data analysis, project management, large-scale and high-level event coordination and productivity improvement accountabilities at Sanofi.
- Special event manager for global marketing strategy events with 2000 people in attendance. Coordinated logistics, scheduling, events calendar and facilitated presentations, workshops, and teambuilding activities.
- Entrusted to collect and check sensitive business performance data from the regions and ensured optimal quality of all reports submitted to the senior management at Sanofi.
- Expensive experience in cross-functional team leadership and collaboration with business partners and various departments to ensure the project deadlines were met and Sanofi interests preserved.
- Master's degree in PR is complemented by six years of public relations experience at the agency and corporate level. Skilled at building relationships with high-level business leaders, the press and government officials.

## EXPERIENCE

### **Business Support | Sales Department Coordinator | Breitling, luxury watches, Moscow, Russia 9/16 – 12/17**

Held a functional role overseeing finances, logistics, customer support, data analysis and reporting.

- Finance & Accounting: oversaw bookkeeping, invoicing, contract administration, product pricing, monthly reports and upkeep of finances database.
- Logistics: managed orders and delivery of in-store product displays for all of Russia, worked with distributors
- Data Analysis & Reporting: gathered, analyzed and reported on monthly sales results
- General Business Support: organized sales training, created presentation materials, and offered customer service.

### **Junior Brand Manager | Sanofi, Moscow, Russia 9/14 – 05/15**

Instrumental in driving advertising and marketing initiatives for No-Spa brand.

- Established Brand strategy and implemented across all channels
- Developed ATL, BTL, Medical Communication and PR activities.
- Led the NPD process (market, price analysis, profitability, etc.).
- Forecasted delivery (SI, SO, SIT), market and competitive analysis for assigned portfolio.

- Developed budget and held P&L responsibility for assigned portfolio.
- Conducted qualitative surveys for the new brand and launched the U&A survey.
- Supervised local marketing events, built and facilitated close relationships with multiple key opinion-leaders at the country level in the healthcare industry.
- Managed relationships with Key Business Partners (Sales Team, Franchise, other cross-functional departments, HCPs, Agencies) to ensure that the business interests of the company were preserved.
- Supported the Salesforce team by designing training and promotional materials.
- Collaborated with marketing on the development, implementation and post evaluation of trade and consumer promotions and sponsorships.
- Liaised with media agencies on media placement, creative development, and execution of concepts (TVC, POSM, print, digital, Indoor, PR).
- Coordinated participation in medical conferences, designed and delivered presentations and medical journal publications.

**Salesforce Department Coordinator | Project Manager for Special Events & Programs | Sanofi  
Moscow, Russia 10/12 – 9/14**

Assumed a leadership role in support of a regional salesforce team of 300 people with budget management, performance data analysis, project management, and event coordination and productivity improvement accountabilities.

- Oversaw budget planning and control activities and ensured alignment with the strategic plan.
- Gathered, processed and tracked financial documents and monitored monthly marketing expenses.
- Organized out-of-office meetings for the department (300 participants).
- Championed improvements in marketing budget reporting by implementing an automated event management system. Partnered with business excellence department and IT to create global event planning portal to manage marketing activities, budgeting and reporting.
- Project managed the development and implementation of incentive programs for employees.
- Acted as a Project leader and editor for the creation and production of the company newsletter.
- Offered Marketing activities support in the organization of conferences, round tables, and advisory boards. Responsible for event budgets, efficient approvals, and payments.
- Special event manager for global marketing strategy events with 2000+ people in attendance. Coordinated logistics, scheduling, events calendar and facilitated a series of presentations, workshops, and teambuilding activities.
- Ensured optimal quality of all reports submitted to management.
- Led the yearly regional business review program.
- Onboarded and trained 50 staff members.

**Senior Account Executive | Public Relations | Fleishman-Hillard Vanguard, Healthcare PR Agency  
Moscow, Russia 5/11 – 10/12**

Joined the team of the largest international communications firm in Russia and CIS to create and implement PR campaigns and manage promotional events for healthcare companies.

- Developed and delivered corporate social responsibility strategies and project promotions.
- In charge of copywriting client relations and account management.
- Monitored and analyzed brand awareness.
- Created content for social media channels.
- Contributed to the tender win for Avon breast cancer walk, liaised with journalists, monitored publications, coordinated the event and was responsible for the press kit preparation.
- Promoted from account executive to senior account executive within six months of employment.

**Prior Roles (2010-2011):** PR Assistant at Edelman; PR Assistant at Kuzmenkov & Associates.

**EDUCATION**

Master's degree in Public Relations, State University, Moscow, Russia | 2005 - 2010