



Contact

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Location

Vilnius, Lithuania

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Education

2008 - 2012

TARAS SHEVCHENKO NATIONAL
UNIVERSITY OF KYIV,

Bachelor of arts in international
relations

2006 - 2007

MINSK STATE
LINGUISTIC UNIVERSITY,
Faculty of German Language

Core Skills

- Project Management
- Project Planning & Delivery
- Stakeholder Management
- Content Production
- Budget & Resource Management
- Creative Production

Language

English - C1

German - A2

Ukrainian - C2 Native

Russian - C2

Maryia Staponas

PROJECT MANAGER | MARKETING & CREATIVE PROJECTS

Project Manager with 8+ years of experience across creative production, brand communications and commercial projects.

Experienced in managing cross-functional teams, budgets up to €250K and end-to-end delivery across international markets.

Strong in stakeholder management, project planning, vendor coordination and turning complex ideas into structured, delivered projects.

KEY ACHIEVEMENTS

10+ projects delivered | 95% on-time/on-budget | €250K budgets | Teams up to 50 | EU & GCC

Experience

2024 - 2026

“Natural Luxury” - Dubai, UAE

PROJECT MANAGER | MARKETING & CREATIVE PROJECTS

- Supported the launch and development of a new Dubai-based business from the ground up, helping establish project workflows, brand operations and cross-functional processes from the early-stage setup through execution.
- Coordinated the development and launch of the brand across marketing, creative, commercial and operational workstreams, turning initial concepts into structured, executable projects.
- Built and coordinated relationships with external agencies, suppliers, distributors and creative partners, establishing the operational network required to support the business launch and ongoing growth.
- Developed project plans, timelines, milestones, budgets and KPIs, bringing structure and visibility to projects in a fast-paced, evolving business environment.
- Coordinated product launches and market-entry initiatives across Dubai, the UAE and wider GCC, aligning internal stakeholders and external partners from planning through execution.

2021 - 2023

“DobermanFilm” - Minsk, Belarus

SENIOR PRODUCER / CREATIVE PROJECT MANAGER

- Managed end-to-end production projects from concept development to final delivery, ensuring execution on time, within scope, and within budget.
- Led cross-functional teams of directors, cinematographers, editors, designers, and external vendors across multiple concurrent productions.
- Planned production schedules, allocated resources, managed priorities, and proactively resolved operational challenges throughout the project lifecycle.
- Managed production budgets ranging from €5,000 to €250,000, overseeing financial planning, supplier negotiations, and cost control.
- Coordinated teams of 8-50 professionals across marketing, creative, production and external partners.
- Facilitated collaboration between creative, production, and commercial teams to ensure seamless communication and project alignment.

[SHOWREEL](#)

2018 - 2022

“Radio 98,6”- Minsk, Belarus

RADIO HOST & EDITOR

- Hosted live and pre-recorded radio programs, delivering a dynamic on-air presence that consistently strengthened audience engagement.
- Developed scripts, news stories, interview outlines, and thematic program content tailored to audience interests.
- Conducted in-depth research on current events, cultural trends, and guest profiles to craft informed and compelling broadcast material.
- Edited and refined audio segments while ensuring high production quality and smooth pre-broadcast sound checks.
- Wrote and adapted promotional texts, podcast material, and digital platform content to maintain a cohesive and engaging station voice.

2015 - 2018

“M&M Militzer & Munch Group”- Minsk, Belarus

LOGISTICS PROJECT COORDINATOR

- Coordinated multiple transportation projects simultaneously, ensuring timely delivery and operational efficiency.
- Managed project timelines, shipment documentation, and cross-functional communication between clients, carriers, and customs authorities.
- Identified and resolved operational risks to minimize delivery disruptions.
- Coordinated stakeholders throughout the transportation lifecycle, ensuring alignment and service quality.
- Monitored project progress, KPIs, and delivery performance while maintaining compliance with logistics standards.

2014 - 2015

“MiGroup Media Outdoor Advertising”- Minsk, Belarus

EXECUTIVE SALES MANAGER

- Led strategic sales initiatives and managed a portfolio of key B2B clients in the outdoor advertising sector.
- Developed and executed commercial strategies that increased revenue and expanded market share.
- Negotiated high-value contracts with corporate clients, advertising agencies, and senior decision-makers.
- Identified new market opportunities and drove business development through strategic partnerships.
- Managed complex sales negotiations and pricing strategies to maximize profitability.
- Forecasted revenue, monitored sales performance, and reported commercial KPIs to senior management.
- Collaborated with marketing, operations, and design teams to deliver integrated advertising campaigns.
- Mentored junior sales managers, improving team performance and sales effectiveness.

2013 - 2014

“MiGroup Media Outdoor Advertising”- Minsk, Belarus

SALES MANAGER

- Identified and acquired new B2B clients for outdoor advertising solutions.
- Managed the full sales cycle, from prospecting and lead generation to contract negotiation and deal closure.
- Consulted clients on advertising placement strategies based on campaign objectives, audience reach, and budget.
- Prepared commercial proposals, media plans, and pricing offers tailored to client needs.
- Negotiated contracts and coordinated campaign implementation with internal teams.
- Monitored market trends and competitor activities to identify new business opportunities.
- Achieved and exceeded monthly and quarterly sales targets.