DARIA CHERTILOVA

Senior Marketing & Creative Project Manager

Belgrade, Serbia / 11+ years of experience

Marketing and creative project management professional with 11+ years of experience across advertising agencies, brand development, digital marketing, creative production and business operations.

Bringing structure to ambitious ideas: from positioning and presales to cross-functional delivery, client relationships and launch. Experienced across FMCG, retail, startups, industrial B2B and independent cultural projects.

CORE EXPERTISE

Marketing strategy / Creative production / Project management / Client services / Brand development / Digital & CRM / Presales / Cross-functional leadership

PROFESSIONAL EXPERIENCE / RECENT ROLES

2026 - NOW

Founder / Marketing & Creative Lead

Cherta Studio / Independent creative practice

- Develop brand and marketing strategies, digital concepts and communication materials for businesses and creative projects.
- Lead multidisciplinary delivery across design, content, web and external partners.
- Selected collaborations: Serenity Agency, Gedacolor Group, Eva personal brand and Global Queen.

2025 - 2026

Senior Project Manager

Passion Partners / International marketing agency

- Led presales, estimates, risk assessment, proposals and client presentations.
- Coordinated project teams and international clients, including Aurora Accountancy and Lawbridge (UAE).

2024 - 2025

Operations & Marketing Manager

Gedacolor Group / Industrial B2B manufacturing

- Managed marketing and operational initiatives, CRM adoption and digital infrastructure updates.
- Coordinated websites, marketing workflows, creative assets and external specialists.

2023 - 2024

Senior Account Manager

Socialist / Integrated agency

- Managed integrated marketing projects from briefing and competitive pitches to delivery.
- Won pitches for Sportmaster and Funky Monkey; worked with Lotte, Dirol and other FMCG brands.

Earlier career

2021 - 2022

Community Lead / Marketing Manager

SEEDxCEED / Startup studio

- Contributed to brand creation, product launches, influencer partnerships and go-to-market activities.
- Performed European market research and customer development; projects include MIA BOYKA BRAND and UniHorn.

2019 - 2021

Senior Account Manager

MOSAIC / Integrated FMCG agency

- Led cross-channel campaigns and creative production for PepsiCo and Mondelez brands.
- Won a Doritos pitch; selected brands: Lay's, Doritos, Milka, TUC and Alpen Gold.

2017 - 2019

Creative Producer / Senior Account Manager

IQ Marketing / Fury

- Delivered creative concepts, photo and video productions and digital brand campaigns.
- Managed production teams, budgets, vendors and relationships with consumer and real-estate brands.

2014 - 2017

Account / Project / SMM Manager

Nectarin / LETO / Paper Planes

- Managed digital campaigns, social content, client communication and creative production.
- Worked with Volkswagen, Skoda, Clarins, Ritter Sport, Michelin and Sberbank CIB.

SELECTED CLIENTS & BRANDS

PepsiCo / Mondelez / Volkswagen / Skoda / Clarins / Sportmaster / Lotte / Ritter Sport / Michelin / X5 Retail Group

EDUCATION

Bachelor's Degree in Advertising & Public Relations, International University in Moscow, 2016

TOOLS & PLATFORMS

Figma / Adobe Creative Suite / Google Analytics 4 / Google Tag Manager / Bitrix24 / amoCRM / AI-assisted workflows

LANGUAGES

Russian - Native / English - C1 Advanced / Serbian - Beginner, currently learning

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Belgrade, Serbia