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.

I bring structure to ambitious ideas: from positioning and presales to cross-functional delivery, client relationships and launch. My background spans 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

2026 - Present

Founder / Marketing & Creative Lead

Cherta Studio / Independent creative practice / International

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

2025 - 2026

Senior Project Manager

Passion Partners / Marketing agency / International / UAE

- Led presales: scope, budgets, timelines, risk assessment, proposals and client presentations.

- Assembled project teams and coordinated clients, contractors and specialists on international projects.
- Selected clients: Aurora Accountancy and Lawbridge (UAE).

2024 - 2025

Operations & Marketing Manager

Gedacolor Group / Industrial B2B / Manufacturing

- Managed marketing and operational initiatives for an established manufacturing business.
- Supported CRM adoption, digital infrastructure updates, websites and marketing workflows.
- Coordinated performance marketing, creative assets, presentations and outside specialists.

2023 - 2024

Senior Account Manager

Socialist / Integrated agency / FMCG & retail

- Managed integrated marketing projects from briefing and competitive pitches to campaign delivery.
- Won pitches for Sportmaster and Funky Monkey and helped deliver subsequent projects.
- Worked with Lotte, Sportmaster, Dirol and other retail and FMCG brands.

2021 - 2022

Community Lead / Marketing Manager

SEEDxCEED / Startup studio / Product launches

- Worked on brand creation, consumer product launches, influencer partnerships and go-to-market activities.
- Conducted customer-development and European-market research; supported creative and community initiatives.
- Selected projects: MIA BOYKA BRAND and UniHorn.

2019 - 2021

Senior Account Manager

MOSAIC / Integrated agency / FMCG

- Led 360-degree campaigns and cross-functional production for PepsiCo and Mondelez brands.
- Won a Doritos pitch and coordinated campaign

execution.

- Selected brands: Lay’s, Doritos, Milka, TUC and Alpen Gold.

2017 - 2019

Creative Producer / Senior Account Manager

IQ Marketing / Fury / Creative production & brand communications

- Delivered creative concepts, photo and video production, digital campaigns and communication materials.
- Managed production teams, budgets, vendors and client relationships across consumer and real-estate brands.

2014 - 2017

Account / Project / SMM Manager

Nectarin / LETO / Paper Planes / Digital agencies / Early career

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

SELECTED BRANDS & CLIENTS

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

OTHER PROJECTS

ALGORITHM / BLOK77 / NEOPHORIA: independent creative, music and cultural production.

CONTACT

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