Vitalii Turchyn

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SUMMARY

Automotive professional with 10+ years of experience in dealer network development, marketing, and project coordination across 17 automotive brands, including brand standards implementation, facility upgrades, and corporate identity projects.

PROFESSIONAL BACKGROUND

Dealership Network Development Manager | UKRAVTO Group | *Jul 2017 – Oct 2023* | *Kyiv, Ukraine*

- Coordinated dealership upgrade projects across 50+ locations for 10 international automotive brands.
- Managed procurement, logistics, and vendor communication across Europe and Asia.
- Assessed dealership compliance with brand, operational, and customer service standards.
- Prepared dealer network performance reports covering sales productivity, financial metrics, staffing, compensation structures, and conducted competitor benchmarking.

Marketing Manager | TerKo & German Auto | *Oct 2011 – Apr 2016* | *Ternopil, Ukraine*

- Managed marketing for regional dealerships representing Ford, Hyundai, Mitsubishi, Nissan, Peugeot, Renault, Skoda, Suzuki, and Volkswagen.
- Localized and executed global and national advertising campaigns for the regional market.
- Managed websites, digital marketing, customer communication, and event activities.
- Coordinated rebranding projects, design production, and daily administrative workflows.

Marketing Research Assistant | Expres Media Group | *Nov 2005 – Mar 2009* | *Lviv, Ukraine*

- Conducted competitive analysis and evaluated advertising effectiveness for print media.
- Handled correspondence and analyzed customer feedback from promotional and mail-in campaigns.
- Supported national advertising campaigns with research, data analysis, and presentations.

ADDITIONAL BACKGROUND

Outdoor & Endurance Projects | *Jun 2016 – Present* | *International*

- Finished five Abbott World Marathon Majors, breaking three hours in Berlin (2023) and London (2024).
- Completed a continuous 500-mile section hike on the Appalachian Trail, including the White Mountains.
- Accumulated 1,000+ miles through multi-day backpacking and fastpacking trips in the Ukrainian Carpathians.
- Managed route planning, gear selection and maintenance, food and resupply logistics, navigation, and safety.

International Experience Ireland & United States | *2024 – 2026* | *Ireland & United States*

Worked in English-speaking, multicultural teams, adapting to new operational standards and procedures.

EDUCATION AND TRAINING

- Master's Degree in Marketing, Lviv Institute of Management, Ukraine, 2009
- Certified Guest Service Professional, American Hotel & Lodging Association, 2026
- Wilderness First Aid by University of Colorado System on Coursera, 2025
- NYC Food Protection Certificate, 2025
- Introduction to Manufacturing Processes, FIT Training Centre, Ireland, 2024
- Junior Project Manager Course, laba.ua, 2023
- Automotive Marketing and Sales Management Course, Ukrainian Marketing Association, Kyiv, Ukraine, 2013

INTERESTS

• Marathons • Mountain hiking • Outdoor cooking • Environmental conservation