

Lidiia Antoniuk

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Qualification:

- Moderator
 - of focus group discussions (online and offline)
 - in-depth interviews
 - ethnographic research
 - moderating with different target audiences, for example - children, IDPs, focus groups with conflicting audiences, experts - government, NGO, business
- Testing video content (e.g. advertising, public speech)
- Application testing (for example, a menstrual hygiene tracking application for girls and their parents)
- Methodologist and analyst for complex research projects (qualitative and quantitative)
- Project manager - estimation of tasks and resources, planning, budgeting, capacity building, estimation analyzing and reporting
- Managing a research company - process setup, finance, recruitment and training, reporting to the owner of the company

Experience:

March 2022 - currently	Individual entrepreneur <ul style="list-style-type: none">● Research methodology● Management● Moderation● Analytics
October 2020 - March 2022	Sociologist NGO Institute of Constructive Journalism and New Media (https://constructive.institute/) <ul style="list-style-type: none">● Meta-analysis of social problems● Development and full implementation of research projects in the framework of social initiatives● Communication and facilitation with donors, partners
September 2019 – October 2020	Maternity Leave <ul style="list-style-type: none">● Part time - moderator of online focus-group, analyst
October 2014 – August 2019	CEO & Senior researcher Research agency Umbrella Research (http://umbrellaresearch.com.ua/) CEO: <ul style="list-style-type: none">● Financial management – planning, controlling, making basic financial reports for management decisions on the agency's activities; budgeting research, cost optimization, control of profitability.● Personnel management – recruiting, interviews, selection of candidates; introduction, adaptation, trainings for new employees● Operational management – establishing and administration of business processes of economical and production activities, continuous improvement and optimization of processes. Senior researcher: <ul style="list-style-type: none">● Methodologist - development of research design and instruments (questionnaire, sample, screener, guide)● Moderator: Focus group discussions, In-depth interviews, Ethnographic studies● Management of research projects● Preparation of quantitative and qualitative analytical reports for tactical, strategic tasks of the customer.● Preparation and conducting of presentations to the Clients● Types of Projects: Usage and Relationships, Search Engine Research; Targeted positioning and segmentation research; Testing a new brand / product / service; Testing of promotions, campaigns; Lifestyle; Electoral behavior; Calculations of socio-economic indicators

	<ul style="list-style-type: none"> • Markets: FMCG, Education, Automotive, Social, Real Estate, Political, IT
November 2009 – October 2013	<p>Manager of Competitive & Market Intelligence Center Ukrsibbank, BNP PARIBAS GROUP</p> <ul style="list-style-type: none"> • Management of research projects of competitors and consumers analysis on the financial services market • Designing of ad hoc and regular research: consumers of banking services; goods and services; image and advertising bank's campaigns • Expert support and consultancy of Marketing department in marketing communications • Consultancy of the other bank's units in marketing research activities
July 2007 – November 2009	<p>Researcher of Finance Research Department GFK UKRAINE</p> <ul style="list-style-type: none"> • Management of the regular syndicated research of the financial and insurance services • Management of ad-hoc surveys on clients' requests • Clients support (negotiations, proposals development, budget calculation, presentation)
December 2006 – July 2007	<p>Junior project manager Consumer Insights Ukraine</p> <ul style="list-style-type: none"> • Management of research projects • Processing of statistical data (SPSS) • Preparation of analytical reports • Desk-research
August 2006 – December 2006	<p>Assistant to Project Manager Center Consulting</p> <ul style="list-style-type: none"> • Content analysis of printed media editions; • Coordination of the field stage of data collection: monitoring of timing and verification of quality
February 2006 – June 2006	<p>Freelance correspondent Publishing House "Ekonomika", Market Media Review</p> <ul style="list-style-type: none"> • Arranging and conducting interviews • Preparing reviews about advertising and PR events

Education:

May 2007 - May 2009

National Taras Shevchenko University of Kyiv

The Faculty of Economic, specialty Finance

September 2002 – June 2007

National Taras Shevchenko University of Kyiv

The Faculty of Sociology and Psychology, Master's Degree in Sociology

Additional information:

Languages Ukrainian; Russian – fluent; English – Intermediate; French –Intermédiaire

Personal Analytical skills; Result oriented; Initiative; Consistency; Communicativeness; High responsibility; Hard-working ability, perfectionism and love for challenges