

Contact

www.linkedin.com/in/irinafedtsenko
(LinkedIn)

Top Skills

Automation
Adobe CDP
Adobe Journey Optimizer

Languages

Russian (Native or Bilingual)
English (Full Professional)
Estonian (Native or Bilingual)

Irina Fedtsenko

Digital Marketing Manager | CRM, Martech, Adobe | ex- Qantas
Greater Sydney Area

Summary

Marketing Communications specialist with over 10 years of experience in internal and export markets in the retail, FMCG, construction and engineering industries.

Expertise: digital marketing, integrated advertising and promotional campaign management, brand strategy, collateral production, website project development, web content management, event management and media relations.

Experience

Aware Super
Audience Lead for Retirement
April 2020 - Present (5 years 3 months)

Qantas
Email and Digital Marketing Manager
March 2018 - April 2020 (2 years 2 months)

Best & Less
CRM Campaign and Analytics Manager
September 2017 - March 2018 (7 months)
Sydney, Australia

Laureate Australia
Marketing Executive
December 2016 - September 2017 (10 months)
Sydney, Australia

Retravisision - Dorsett Retail
Marketing Coordinator
April 2015 - November 2016 (1 year 8 months)
Perth, Australia

Selver AS

Marketing Manager

July 2012 - October 2014 (2 years 4 months)

Tallinn, Estonia

Impex Engineering

Business Development Specialist

March 2011 - September 2011 (7 months)

A.S.Watson Group

Marketing Specialist

January 2008 - June 2010 (2 years 6 months)

Tallinn, Estonia

Ingman Jaatised, acquired by Unilever

Marketing Specialist, Purchasing Manager

September 2006 - November 2007 (1 year 3 months)

Tallinn, Estonia

AS Mecro

Purchasing Assistant

October 2004 - July 2006 (1 year 10 months)

Tallinn, Estonia

Education

Monash University

Tourism Marketing · (2012 - 2012)

Estonian Business School

Master's degree, Business Administration · (2010 - 2012)

Tallinn University of Technology

Bachelor of Science (B.Sc.), Engineering · (1995 - 1999)

Queen's University

Business

Activity

06/29/2025, Viewed by Koushika Krishnan