

Nikolay Garankin

Marketing Specialist

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[Portfolio web](#)

SUMMARY

MSc Marketing & Digital Media student at ESCP Business School with experience in content creation, internal communications, and event coordination. Organized and detail-oriented, with strong communication skills and interest in employee engagement, corporate communications, and international environments.

EDUCATION

ESCP Business School - one of the world's top business schools with an 8% acceptance rate
Master of Science Marketing & Digital Media (Graduation Dec 2026) GPA 3.6/4

Madrid, Spain/ London, UK
Sep 2025/ Jun 2026

MGIMO University
Bachelor's Degree in Business Administration (Management) GPA 81/100

Moscow, Russia
Sep 2021/ Jul 2025

PROFESSIONAL EXPERIENCE

Disney + Madrid, Spain
Consultant (ESCP project) May 2026

- Developed a data-driven market opportunity assessment, audience segmentation, content evaluation, strategic positioning, and an integrated marketing plan with budgeting, launch execution, performance tracking, and growth recommendations.

Wavemaker Madrid, Spain
Live Case Study February 2026

- Conducted market research, identified key business challenges, evaluated strategic opportunities, developed a positioning framework, designed an implementation plan, and defined performance metrics to support decision-making and future growth.

Google Madrid, Spain
Live Case Study December 2025

- Analyzed a business growth challenge, identified key market opportunities and barriers, developed a data-driven strategic solution, designed an implementation roadmap, defined success metrics, and built a scalable framework to support expansion and long-term performance.

«Centrca+» ltd Moscow, Russia
Marketing Assistant February 2025 - April 2025

- Supported internal communication and coordination between departments
- Reduced operational costs by opening new distribution channels through assistance with information, reports, and communication materials
- Maintained structured information and documentation to support business operations

MGIMO University Moscow, Russia
Marketing and PR Intern July 2022 – August 2022

- Supported digital marketing campaigns and communication initiatives
- Monitored engagement metrics and contributed to campaign reporting and analysis
- Assisted in preparing reports and presentations summarizing campaign performance
- Contributed to initiatives that increased student engagement by approximately 35%
- Developed promotional posters and digital banners that continue to be displayed on the university's internal digital signage system.

SKILLS

Hard skills: Data Analysis & Reporting, Market & Competitor Analysis, Business Performance Tracking, KPI Monitoring, Commercial Awareness, Opportunity Identification, Project Coordination, Business Development Support,

Soft skills: Critical Thinking, Problem-Solving, Adaptability, Emotional Intelligence, Attention to Detail, Proactive Mindset, Analytical Thinking, Communication Skills, Leadership Potential, Team Collaboration, Problem Solving

Languages: English (Fluent), Russian (Native), Spanish (Intermediate – in progress).

Technical skills: Canva, Microsoft Excel, PowerPoint / Business Presentations, WordPress, Google Workspace, Balsamiq, Wix, Basic image & Image editing tools.

OTHER RELEVANT ACTIVITIES

- Extensive international exposure, having traveled to over 20 countries
- Sports: Semi-professional football and tennis player. Member of the MGIMO Football team 2021-2023
- Student association: Member of the MGIMO Business Club, discussing the current business and economic trends