

SMM Manager

Женщина, 29 лет, высшее образование.



Контактные данные соискателя доступны только на платной основе. Подробнее по ссылке: <http://www.rabota.md/cv/>

Зарплата	15000 MDL
График работы	Полный рабочий день
Кишинев	Кишинев
Командировки	готов к командировкам

Опыт работы

5 лет

май 2021 - по настоящее время
2 года и 11 месяцев

SMM-specialist

Folga' online-edition
(Odesa), СМИ, издательства

- filling pages of the account with content on Instagram, FB and telegram (storytelling, copywriting, searching creatives for visualization and publishing the posts)
- shooting and editing video - the main function, creating interactive content for the target audience
- for example backstage by link
<https://www.instagram.com/tv/CW6Uzewq93G/>
https://www.instagram.com/tv/CW_LcmXoPZr/
- Reels by link
<https://www.instagram.com/reel/CZR4g0AI1Nn/>
- the rubric "Questions with ..." by link (please copy)
<https://www.instagram.com/p/CYWPIQ3KydJ/>
- the rubric "Shazam with ..." by link (please copy)
<https://www.instagram.com/tv/CRyFAp2H9k0/>
- the rubric "Guess what's in the box" by link (please copy)
<https://inlнк.ru/BpBgZx>
- the rubric "With whom..." by link (please copy)
<https://inlнк.ru/QwQ9JV>
- the project "Transfiguration with Natali Bolgar" by link in highlights (watch to the end)
<https://inlнк.ru/xvekE2>
- shooting and holding the giveaway,
<https://inlнк.ru/680vRV>
- creation of creative for advertisements,
- assistance in filming (search for locations, models, stylists, make-up artists, photographers) and supervising the process at the location,
- search and communication with bloggers (from 500 thousand to 1 million)
- running ads through ADS
- launch advertising posts in telegram channels

июль 2020 - по настоящее

SMM/PR manager

время
3 года и 9 месяцев

KOBZIK
(), Продажи

Development of a strategy, analysis of competitors, define of the target audience, creation of an account in Instagram and FB, filling the account with content, development of a content plan, creation of a logo and page style, attraction of subscribers, launch the giveaways and targeted advertising in Ads Manager (monthly budget over \$1000), copywriting, development a technical task for a photographer, creating a video and working with video editors Inshot (Unfold, Instories, Lomotif).

декабрь 2020 - апрель 2021
4 месяца

SMM-specialist

Vitto Rossi
(), Продажи

Analysis of competitors, communication with customers in social network's chats and placing orders to 1C, filling two pages of Vitto Rossi with content (development of a content plan, copywriting, searching creatives for visualization and publishing the posts), work with graphic editors (Canva and Adobe Photoshop), storytelling, launching targeted advertising in Ads Manager (budget from \$ 800), creation of advertising creative, photographer's assistant, assistance in producing the shooting (preparing shoes for shooting, searching for locations, models, stylists, makeup artists, photographers), shooting and video editing for stories and TikTok, work with video editors (Adobe Premiere Pro Adobe, After Effects, Inshot, Unfold, Instories, Lomotif), search for bloggers (from 100 thousand to 1 million)

март 2020 - июнь 2020
3 месяца

SMM-specialist

Ellat_glasses
(), Продажи

Launching an account from the beginning: developing a strategy, identifying the target audience, defining goals and objectives. Filling the page with an effective content (information and entertainment content was 25%, content for sales - 75%), copywriting, defining technical task for a photographer and designer. Posting, communicating with subscribers, launching giveaways, handling objections and negative comments.

февраль 2019 - ноябрь
2019
9 месяцев

Targetologist

Elen_andre_beauty
(), Продажи

Defining a technical task for advertising publications on Instagram, setting up and analyzing advertising.

май 2019 - сентябрь 2019
4 месяца

SMM manager, copywriter, targetologist

WESTERN club
(), Развлечения, казино, шоу-бизнес

Development of communication strategy, identifying the target audience, creating a content plan for informational, entertaining and selling posts, creation of rubrics for different categories of target audience, copywriting, launching

giveaways.

Defining a technical task for the designer, launch advertising through ADS manager. Chatbot settings for frequently asked questions. An example of a chatbot can be viewed on the test site on my page

<https://www.facebook.com/svet.moyi/>

Connecting programs to increase subscribers by third parties. It was a terrible experience. Without "building up", the performances of popular artists helped us to get audience's involvement.

As a result: we had an increase of 1700 subscribers in 4 months, a full house of 2000 people at the concert and 30% of audience's involvement.

ноябрь 2018 - июль 2019
7 месяцев

SMM-specialist

Prichal 80

(), Ресторанный бизнес, общественное питание

Preparation an entertaining and an informative content for sales in Facebook and Instagram. Work with opinion leaders and negative comments, launch polls and giveaways. Work with glider, graphic and video editors (Canva, Lightroom, UNUM, Crello, VSCO ...). Creation of advertisements and launching through ADS manager, reports and analytics.

Образование

Высшее образование

по 2018

Odessa National University of Economics, accounting and auditing
accounting and auditing

Ключевые навыки

- Identifying goals, analyzing competitors, developing strategies, defining target audiences, creating accounts and business pages from scratch;
- Design of the client's profile in accordance with the style of the company, defining the technical task for the photographer;
- Development of content plan and publication of content, communication with subscribers;
- Experience in promoting advertising campaigns in Ads Manager on various social network placements;
- Experience with graphic editor (Adobe Photoshop, Lightroom, Figma, Snapseed, VSCO), video editors (Adobe Premiere Pro Adobe, After Effects, Inshot, Unfold, Instories, Lomotif) content glider (UNUM), services for graphic web design (Canva, Crello), automatic auto-posting services;
- I have knowledge of Internet marketing and the basics of analytics (Google Analytics);;
- I speak English and Turkish (B2), I speak Russian and Ukrainian fluently.

Владение языками

Украинский	Родной
Румынский	Не знаю
Русский	Свободно владею

Дополнительная информация

Командировки	готов к командировкам
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Громадянство

Україна

Про себе

More than 3 years of commercial experience as smm specialist and targetologist.
Expect a professional attitude, accurate analytics and lots of creative ideas for your business!