



IRYNA KULYK

Skills

SMM. Facebook Business/ Ads Manager, Google Docs| Sheets| Presentation| Forms| My Business| Analytics, Adobe Illustrator| Photoshop| InDesign| Lightroom, Canva, Videoleap, CapCut, Picsart, iMovie, Tilda, E-mail marketing, preparing layouts for offline advertising, developing general marketing strategies / advertising campaigns, Bitrix24, Trello, Miro, Livedune

Education

Sep 2006 - Jun 2011

Kryvyi Rih State Pedagogical University
Teacher of primary classes and English.

Courses

2018-2021

Computer Academy STEP
Software development

Work experience

Sep 2021 – Present time

Webnauts.pro

- SMM specialist, targetologist

Mar 2017 – Aug 2021

IT STEP Academy

- Marketer

Mar 2017 – Aug 2021

Freelance

- Content management

Sep 2016 – Feb 2017

IT STEP Academy

- Account manager

Project experience

- Webnauts

SMM promotion and targeting for Webnauts

- analysis of the European market
- development of a new strategy for promoting Facebook | Instagram profiles
- together with the design department, the development of a new corporate identity for profiles - profile packaging
- preparation of text and visual content for posting accounts
- development of headings, creation and implementation of armored hashtags

Languages



English

- development of a content plan for different types of posts
- maintaining profiles in Facebook | Instagram
- advertising account setup
- preparing content for targeted advertising
- launching and maintaining targeted advertising
- analysis of results, advertising optimization

- **Irena Svetlitskaya training center**

The work was carried out at the request of the client. It was more of a consultative nature.

Among the practical tasks - preparing advertising layouts for events, launching individual advertising campaigns to collect registrations for trainings, assistance in maintaining targeted advertising, which the client launched independently.

- **Mix Markt**

SMM promotion and targeting for the Mix Markt supermarket chain in Montenegro

- creation of advertising and business accounts, setting up and filling with information - packaging of new profiles
- analysis and development of a synergy strategy for promoting the company on Facebook | Instagram
- development and implementation of the corporate style of accounts according to the brand book of the chain of stores
- development of headings, creation and implementation of armored hashtags
- development of a content plan for different types of posts
- holding a raffle contest
- daily posting and maintenance of Facebook | Instagram accounts (feed and stories)
- preparation of layouts for daily posting
- preparing content for targeted advertising
- launching and maintaining targeted advertising
- weekly analysis of current results, optimization of advertising processes, preparation of reports and recommendations