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# SMM Manager

## Despre mine

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!

- 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.

- 👤 31 ani
- 👤 Feminin
- 👤 Chișinău
- ✉ 15 000 MDL

## Preferințe

- Full-time

## Limbi

- **Română** · Nu cunosc
- **Rusă** · Fluent

## Experiența profesională

### SMM-specialist · Folga' online-edition · Odesa

*Mai 2021 - Prezent · 4 ani 9 luni*

- 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/](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://inlnk.ru/BpBgZx>  
the rubric "With whom..." by link (please copy)  
<https://inlnk.ru/QwQ9JV>  
the project "Transfiguration with Natali Bolgar" by link in highlights (watch to the end)  
<https://inlnk.ru/xvekE2>  
— shooting and holding the giveaway,  
<https://inlnk.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

### **SMM/PR manager · KOBZIK**

*Iulie 2020 - Prezent · 5 ani 7 luni*

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).

### **SMM-specialist · Vitto Rossi**

*Decembrie 2020 - Aprilie 2021 · 5 luni*

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)

### **SMM-specialist · Ellat\_glasses**

*Martie 2020 - Iunie 2020 · 4 luni*

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.

### **Targetologist · Elen\_andre\_beauty**

*Februarie 2019 - Noiembrie 2019 · 10 luni*

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

### **SMM manager, copywriter, targetologist ·**

**WESTERN club**

*Mai 2019 - Septembrie 2019 · 5 luni*

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.

### **SMM-specialist · Prichal 80**

*Noiembrie 2018 - Iulie 2019 · 8 luni*

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.

## **Studii: Superioare**

### **Odessa National University of Economics**

*Absolvit în: 2018*

Facultatea: accounting and auditing

Specialitatea: accounting and auditing