

# Elena Yakina

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San Mateo, California | [LinkedIn Profile](#)

## PROFESSIONAL SUMMARY

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- Experienced Paid Social and Programmatic Manager with expertise in managing multi-platform campaigns and achieving outstanding ROAS and CPL improvements. Proficient in data analysis, team management, and innovative strategies to exceed KPIs.
- Strong knowledge of attribution models (data-driven, multi-touch) and tools like Google Analytics, Power BI, and Facebook Analytics.

## EXPERIENCE

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### Senior Paid Social Manager

04/2022 – Present

*The Escola Britânica de Artes Criativas (EBAC)*

*Remote, Sao Paulo, Brazil*

- Led multi-platform social media strategies (Facebook, Instagram, LinkedIn), achieving a 25% increase in customer acquisition within the first quarter.
- Managed budgets exceeding R\$800K monthly, achieving 67% higher ROAS and 48% higher ROI than projected.
- Reduced CPL by 56% through advanced optimization of creatives and targeting strategies.
- Implemented creative innovations (AI) that increased ad engagement by 32%.

### Paid Social & Programmatic Manager

11/2020 – 02/2022

*People Touch*

*Remote, Moscow, Russia*

- Designed and implemented comprehensive strategies for both paid social media (e.g., Facebook, Instagram, LinkedIn, TikTok) and programmatic advertising campaigns (using DSPs like Google DV360, The Trade Desk).
- Planned and oversaw budget allocation, achieving the highest ROAS for clients.
- Delivered detailed reports, summarizing audience engagement and campaign effectiveness.

### Customer Support Manager

09/2017 – 03/2020

*Improvado*

*Remote, San Francisco, CA*

- Acted as the primary point of contact with customers, resolving issues effectively.
- Managed and mentored the customer support team, implementing feedback strategies to improve satisfaction.

## TECHNICAL SKILLS

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- **Platforms:** Meta Ads Manager, Google DV360, LinkedIn Campaign Manager, The Trade Desk.
- **Analytics:** Google Analytics, Power BI, Facebook Analytics.
- **Tools:** Jira, Salesforce, Google Data Studio, Trello, Improvado.
- **Other:** Photoshop, Balsamiq Mockups, WireframeSketcher.

## EDUCATION

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### Moscow State University

09/2010 – 06/2014

*Bachelor's Degree in Marketing and Advertising*

*Moscow, Russia*

## HONORS & AWARDS

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- Achieved a 67% higher ROAS than industry benchmarks in multiple campaigns.
- Awarded "Best Campaign Strategist" at People Touch for outstanding performance.

## ADDITIONAL SKILLS

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- Creative writing and copywriting.
- SEO optimization and graphic design.
- Proficiency in English (C1).