

Anna Polovnikova

Digital Marketer & Copywriter

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+374-98-432-108

WORK EXPERIENCE



ADJOY, an SEM agency
February 2016 to April 2020

- For two years, I worked as an **SEM Marketer**, setting up SEM campaigns and web analytics with Google Ads, Google Analytics, Google Tag Manager, and Google Data Studio.
- For one year, I worked as an **Account Manager** to improve my communication and sales skills.
- For one year, I worked as a **Team Lead** of the SEM team, mentoring and hiring people, helping with business processes, and tracking partner status with Google.

SALES REPRESENTATIVE

vasterra.com, a web development agency

November 2020 to December 2021

- Performed sales activities with inbound prospective clients from the USA, the UK, Australia, Canada, and Singapore.
- Collaborated with the team on preparing the artifacts for closing the deal (project scope, development estimation, final proposal).

SEM Marketer

ainsys.com, a data integration software
July 2022 to Present

- Setting up SEM campaigns and web analytics with Google Ads, Google Analytics, Google Tag Manager, and Google Data Studio.
- Participating in market research and product development decision-making.

SUMMARY

I am an experienced SEM Marketer and Copywriter in IT. So far, I have worked with E-Commerce, AI/ML, AR/VR, Data Analytics, and Web/Mobile Development projects. I am based in Gyumri, Armenia.

VOLUNTEER WORK AND AFFILIATIONS

- SEM Marketer for educational and charitable non-profits in Russia and Belarus (Ad Grants Programs)
- Human Rights volunteering in Russia

RELEVANT SKILLS

- Google Ads, Google Analytics Universal, Google Analytics 4, Google Tag Manager, Google Data Studio
- Basic R, Python

EDUCATION HISTORY

BACHELOR OF POLITICAL SCIENCE

Higher School of Economics

Year of Graduation: 2017

- 2nd-degree diploma in English Language Conference for the research report on cybersecurity and management
- 1st-degree diploma in marketing research olympiad for writing a successful critical report. Won a free place in the master's program.

MASTER OF BUSINESS ANALYTICS AND MANAGEMENT

Higher School of Economics

Year of Graduation: 2021

- Excellent grade for the master thesis on [brand co-creation research with social network analysis and semantic analysis](#)

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WORK EXPERIENCE



PROJECT-BASED COPYWRITING

May 2020 to Present

- **For OneBar.io**, an AI-driven knowledge management software

[Knowledge Management for Remote Work](#)

[Best Knowledge Management Tools and Software for Business](#)

[How to Improve Your Sales Processes with Knowledge Management](#)

- **For Upsilonit.com**, a web/mobile development agency

[Quality Assurance Software Testing. QA Process Flow and Best Practices](#)

- **For FiveJars.com**, a web/mobile development agency

Note: as a freelance writer, sometimes I sacrifice my name for experience. I have written several articles on diverse topics for the team, but my name has never been published. Upon request, the Head of Content at Five Jars can confirm that I am an author of the below-listed articles. I possess all the drafts and editing history.

[How to Get the Most Out of Google Analytics 4](#)

[Software Testing Overview for Drupal](#)

[How to Perform a Successful Discovery of a Large Project](#)

[Introduction to Risk Management: Concept, Types, Management Strategies](#)

[Performance Testing with K6](#)

[Progressive Web Apps & SEO: How to Keep Your App Searchable](#)

[Top 25 Inspirationally Designed Drupal Websites of 2022](#)

[Embrace Your Remote Workflow: Tools, Scheduling, Communication, Culture](#)

[Getting Started with Layout Builder for Drupal](#)

RELEVANT SKILLS

- Content writing
- Content distribution (Social Media, Reddit, Quora, Indie Hackers, Hashnode, Dev.to)
- SEO research
- Primary Software: Grammarly, Jasper, Ahrefs