

# Amina Gadjeva

## **Content Manager, Photographer**

Los Angeles, CA

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I consider myself lucky to have so much experience in 3 different fields. Social media marketing, photography and cinematography - this is what I'm passionate about the most. In each field I feel 100% confident and don't consider it as work, because it's so much more than that to me.

Willing to relocate: Anywhere

## Work Experience

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### **Social Media/Content/Community Manager**

Amaiz Software - London

July 2018 to Present

Social Media/Community/Influencer Marketing Manager

#### Social media

1. Lead all SM activities across Facebook, Instagram, LinkedIn, and Twitter
2. Schedule and publish posts about Amaiz news in SM on the behalf of Amaiz on a daily basis
3. Monitor SM posts mentioning Amaiz and respond in a timely manner or passe questions to Amaiz Customer Care Team if it's needed
4. Analyze the performance of SM activities using native reports from Facebook, Instagram, LinkedIn, and Twitter, as well as Google Analytics

#### Amaiz Community & customer-review platforms

1. Lead all activity across the Amaiz community and customer-review platforms such as Trustpilot.com and help the Marketing Team to create engaging content
2. Work with online & offline communities where Amaiz has an established identity

#### Other:

1. Stay in sync with other teams such as Customer Care Team, Web Marketing Team, Creative Team, and Corporate Communications & PR Team and be aware of company news and plans
2. Collect feedback from users across various channels, and share it with other teams
3. Assist the PPC team with writing ads texts
4. Monitor comments in the Amaiz blog and passes them to authors in a timely manner
5. Answer emails from users on the behalf of Amaiz
6. Stay current on new technologies, best practices, and trends in SM
7. Write supportive docs

### **Photographer/Retoucher**

Freelance/Self employed

October 2010 to Present

I work with a lot of different styles, including fashion, portraiture, acting/model portfolio (my personal favorite one), special events, food and object etc.

1. Relevant experience of delivering photography services on a freelance basis
2. Profound knowledge of traditional and digital photography techniques, equipments and principles
3. Exceptional knowledge of set up and operation of various studio and location lighting systems
4. Thorough knowledge of the operating functions and settings of the digital camera (use Canon cameras and equipment mostly)
5. Proficient in the techniques of repairing, upgrading and maintaining the camera
6. Strong sense of visualization, background decorations and color combinations
7. Efficient in the task of developing and editing photographs creatively
8. Skilled at communicating with the customers and advising them on photography

### **Social media/Content Manager**

Advertising agency 'Granat Communications' - Saint-Petersburg  
September 2017 to May 2018

#### **SMM/Content Management**

1. Created a strong strategy and engaging content plan
2. Created content for social media according to a plan
3. Draft of primary and extended commercial offers
4. Scheduled and publish posts on social media on a daily basis
5. Worked on creative shooting scenarios
6. Organized and held photo shoots for brands according to guidelines and requirements
7. Searched for talented models and actors
8. Searched and rented photo studios using my own big database
9. Object and food photography, studio shooting, life style shooting
10. Managed YouTube content
11. Published videos on YouTube
12. Photo retouching (Photoshop, Lightroom)

#### **PR**

1. Effectively worked with bloggers and influencers

#### **SERM / ORM**

1. Community Management
2. Worked with reviews on forums, turned brand haters into advocates
3. Maintained a good reputation of brands through active communication with customers in the network

### **Social Media/Content Manager**

Freelance - Saint-Petersburg  
October 2013 to June 2017

1. Created a content plan and strategy for social media channels that worked
2. Effectively maintained and promoted commercial accounts on social media
3. Wrote selling articles on various topics (medicine, accounting, construction, fashion, beauty, etc.)
4. Wrote SEO-optimized articles
5. Translated the world news (English-Russian) according to guidelines and deadlines
6. Wrote engaging articles for blogs

## **Casting Director**

Independent film Devil's Ladder

March 2014 to October 2014

1. Found talented actors and actresses according to the producer's requirements
2. Organized and held photo shoots for actors and actresses that represented them in the best way
3. Reviewed demo reels and resumes
4. Prepared special casting requirements.
5. Quickly provided information to self-represented performers and talent agencies.
6. Held auditions and picked the most suitable actors for specific roles according to all the requirements and deadlines
7. Scheduled callbacks and second auditions.
8. Created prioritized lists of parts and possible preferred performers.
9. Created a production schedule for supporting and minor performers.
10. Recommended actors to directors and producer based on their auditions
11. Scheduled appointments for auditions and readings in short notice.
12. Effectively field producer in charge of all talent and production staff in the field.
13. Reviewed scripts and suggested reasonable changes

## **Content Manager**

City. Travel - Saint-Petersburg

April 2012 to October 2012

1. Completely filled 'About' section of 400+ hotels in 30+ countries
2. Published information on the website
3. Translated the hotel descriptions (English-Russian) for the website
4. Negotiated with foreign partners when it was needed

## **Education**

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### **BA in Management**

Saint-Petersburg State Economic University - Saint-Petersburg

April 2011 to May 2016

## **Skills**

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social media marketing (6 years), Content creation (6 years), Adobe photoshop (8 years), digital marketing (6 years), copywriting (6 years), Public Relation, Social Media, Castings (3 years), Organizational Skills (3 years), Photography (8 years), Adobe Lightroom (8 years), Google Drive (10+ years), Profoto Studio Lighting Equipment (8 years), SEO (3 years)

## **Links**

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<https://aminagadjieva.github.io/content-manager/#contact>

## **Certifications/Licenses**

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## **School of Photo Art**

September 2010 to Present

Since 2010 I work as a photographer (freelance). I provide photographic services in wide variety of areas, including events, fashion, food and object, commercial and portraiture.

I also retouch photos using Photoshop and Lightroom.

## Assessments

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### **Social Media Skills — Proficient**

March 2019

Measures a candidate's ability to create content, communicate online, and build a brand's reputation.

Full results: [https://share.indeedassessments.com/share\\_assignment/l3cxpshmolh4nfki](https://share.indeedassessments.com/share_assignment/l3cxpshmolh4nfki)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.

## Additional Information

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Hi! Just a quick note: currently, I'm in Saint-Petersburg (Russia), but ready to move and travel anytime.