



# АННА ЛАРЧЕНКО

## INTERNET MARKETER

### DIGITAL MARKETING COURSES

Completed internet marketing courses at GUSAROV agency (September 2022)

### SMM COURSE

Completed a course on SMM from Dmitry Chevychalov "Profession: SMM manager"

### FOREIGN LANGUAGES

English at level B2

### CONTACT INFORMATION

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137 / 5 000

Результаты перевода  
Перевод

## EXPERIENCE

### Content manager of YouTube channel BSUIR

**December 2022 - present**

account design; analysis of target audience and competitors; content plan; coordinating the process of filming and editing videos; publishing and optimizing videos on the channel (tags, keywords in titles and texts, tips in videos, end screens and linking with other videos, tracking backlinks); preparation of text descriptions; contextual and targeted advertising, work with Youtube analytics; creating reports;

### Internet marketer at IT-community JUNION

**September 2022 - December 2022**

Development of a marketing strategic plan, analysis of the market position and competitors, target audience, development and implementation of an SMM strategy, SEO optimization of the site, creation of a content plan, content publication, reporting.

### SMM manager, freelance

**June - August 2022**

Development and implementation of an SMM strategy for a nutritionist's Instagram, creation of a content plan, publication of content on Instagram, promotion, reporting.

## EDUCATION

### Belarusian State University of Informatics and Radioelectronics (BSUIR)

**Выпуск 2025 г.**

Specialty: digital marketing

Qualification: marketer-programmer

### Gymnasium No. 1, Zhodino 2021 | Golden medal

## SKILLS

Analyzes (PEST, SWOT, CJM, portfolio analysis, etc.)  
SMM (content plan, strategy, target)  
SEO (audit, Google Analytics, Yandex Metrika)  
PPC (Google Ads, Yandex Direct)  
Adobe Photoshop, Adobe Illustrator  
Adobe Premiere Pro, After Effects, Character Animator  
Figma, Canva  
MC Office  
Basics of HTML, CSS, JS  
Fundamentals of C++, Java