

OVERVIEW

Social media specialist with knowledge of Google Analytics, online marketing and social media analytics.

I'm looking for new experience and possibilities.

EXPERIENCES

XYTKIBY

Digital Marketing Specialist

September 2020 - January 2021

XYTKIBY is a courier delivery service based on crowdsourcing principles.

- improve website content that increase organic traffic
- optimize paid ads, reducing advertising costs
- implement social service that strengthened company's reputation

Social Media Marketing Specialist

June 2019 – August 2020

- created an advertising project in the form of a new service, which increased seasonal transactions
- successfully developed advertising campaigns for Instagram, increasing conversions from social networks

Hotel complex Zhuravinka

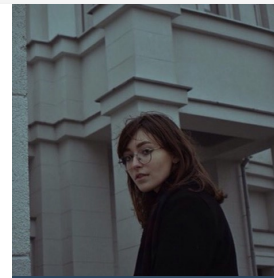
Social Media Marketing Specialist

January 2018 – May 2019

- expanded Instagram account with regular posts
- test and deploy emails using MailChimp email service

SKILLS

- Google Adwords & Analytics
- Social media marketing
- Paid social media advertising
- MS Office
- MailChimp
- Basic knowledge of Adobe Photoshop



Liubou Achapouskaya

CONTACTS

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 /liubou-achapouskaya/

EDUCATION

BSc in Marketing & Logistics

Belarusian State Economic University
2016 - 2020

CERTIFICATES

Advanced Google Analytics

LANGUAGES

Russian (Native Speaker)

English (Intermediate)

Polish (Elementary)

INTERESTS

Singing

Art

Fashion