



VELYKA KATERYNA

TRAINEE/JUNIOR MARKETING SPECIALIST

Ready to learn new information quickly and increase profits of the enterprise. I have a responsible and high-quality approach to the fulfillment of tasks. I am constantly engaged in self-improvement.

CITY

Kharkiv

PHONE NUMBER

+380664809453
(Telegram, Viber)

EMAIL:

kate01velikaya@gmail.com

PERSONAL SKILLS

- Organized
- Flexibility
- Initiative
- Ability to work in a team
- Time management
- Motivated

PROFESSIONAL SKILLS

- Social media strategy
- Copywriting and editing
- Web content development
- Design
- Building a sales funnel
- Targeting
- Photo/video editing
- Market research

TOOLSET

- Microsoft Excel/ Word/ PowerPoint/ Outlook
- Facebook Ads
- Instagram Ads
- Snapseed, InShot and etc.
- Canva
- Figma (Adobe Photoshop)
- Tilda

LANGUAGES

- Ukrainian - native
- Russian - native
- English - B1

COURSES

English language course "SPEAK ENGLISH IN 2 MONTHS" from Alex Rubanov's online school "English Tochka". [Certificate](#).

Course on Instagram-marketing "Prodvigat'or 3.0" from the University of digital professions "University!". [Certificate](#)

WORK EXPERIENCE

FREELANCE SMM MANAGER

August 2021 - Present

Responsibilities:

- Creation of a marketing strategy;
- Competitor analysis;
- Target audience, its pains, barriers and drivers;
- Unique Selling Proposition, Offer + Call to action;
- Swot analysis;
- Design, maintenance and promotion of accounts:
- Content strategy;
- Content plan;
- Targeting advertising. Creation and setup of advertising campaigns + development of creatives;
- Collaboration with bloggers;
- Analytics.

SALES SUPPORT SPECIALIST FOR COMMERCIAL LEASING SERVICES

Ukrtelecom, Kharkiv | August 2020 - Present

Responsibilities:

- Conclusion and maintenance of contracts;
- Organization and control of income accrual under the concluded contracts;
- Ensuring that sales plans are met from the provision of a range of property sales services;
- Registration of title to real estate and rights of use to land plots;
- Search for commercial real estate rental clients through the involvement of real estate agencies.

Worked with 149 tenants, keeping in constant contact with them and managing the properties in which they rent space. Introduced more than 15 potential tenants to the company

TRAINEE IN PROCUREMENT AND LOGISTICS DEPARTMENT

Ukrtelecom, Kharkiv | January 2020 - March 2020

Responsibilities:

- Search for suppliers of goods and services in the category telecommunications equipment and supplies;
- Analysis and evaluation of commercial proposals;
- Optimization of processes and costs in the entrusted categories (finding ways to reduce costs, market monitoring);
- Current reporting by relevant categories.

EDUCATION

BACHELOR'S DEGREE

Simon Kuznets Kharkiv National University of Economics | 2017 - 2021
Faculty of Economics and Law, Specialty "Enterprise economics"

During my studies I did internship in my specialty and received good feedback from the management. I took part in student organizations. I participated in teamwork on marketing project. I was a leader in a startup project. Authored [an article](#) on "Legal Regulation of Bankruptcy".

EDUCATIONAL PROJECT "THE BEST WITH UKRTELECOM".

I studied with the best trainers of the company and learned how to be effective in work, manage projects and interact in a team. I created my own project to attract young people to the company with my team. My team's project became the best among the others and I was offered an internship at the company.