



SARMINA INESSA

Social Media Manager and Content Creator

PERSONAL BACKGROUND

I am an absolute team player with valuable experience in different spheres. That helps me to be an open minded person having critical thinking at the same time. As a digital native I believe in progress and technologies, which are already a part of our lives. Looking for Company with the creative people and similar live values.

CORE SKILLS

Customers Servicing, B2B
International Programs Communication
SMM Strategy
Content creation and implementation
Mobile photography
Copywriting

LANGUAGES

Russian & Ukrainian - native
English - advanced (written and spoken)
French - beginner

EDUCATION AND STUDYING

"SMM" in IMB Academy"
Targeting intensive" in Bazilik Media School
Time Management ("Bogush Time")
Creative Writing "Small literary form"

Kyiv National University of Culture and Arts,
Bachelor's degree, Manager of International
Tourism and translator (2005 - 2009)

GET IN TOUCH WITH ME

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<https://www.facebook.com/inessa.sarmina>
<https://www.instagram.com/inessasarmina/>
portfolio link: <http://surl.li/ggto>

WORK EXPERIENCE

Social Media Manager

Insurtech Startup "SPOKK" Pets Insurance.

Online service

May 2020 - at the moment

- SMM Strategy development
- content plan preparation and approving
- audience analysis
- competitors' analysis
- company's Tone-of-voice identification
- marketing tools and placements identification
- visual design and creation
- settlement of the process of communication with customers, moderation
- creating, settlement, design and servicing of the Client's
- Instagram and Facebook
- copywriting and Instagram stories designing- creating/searching for the visual content and creatives, preparation of the technical task for designer

Social Media Manager

Private Kindergarten "Prominchyk", Kyiv

November 2019 - March 2020

- SMM Strategy development
- content plan preparation and approving
- Instagram and Facebook
- copywriting and Instagram stories designing- creating/searching for

Key Account Executive

UNIQA Insurance Company, Kyiv

November 2016 - October 2020

- Supporting Fronting Multinational Programs
- Leading through the full Policy Issuance process (Negotiations with producing offices, analysis, preparing the Policy drafts with cooperating the underwriters, reviewing Policies process with local brokers and Clients till the confirmation step)

Multinational Accounts Service Coordinator

AIG Ukraine Insurance Company, Kyiv

July 2015 - November 2016

Personal Assistant to General Manager / Claim Manager

AIG Ukraine Insurance Company, Kyiv

July 2014 - July 2015

Assistant Deputy Governor

Kirovograd Regional State Administration

February 2013 - July 2014, Kirovograd

Assistant First Deputy Head of the Regional Council

Kirovograd Regional Council

March 2011 - February 2013

Booking Department Manager and Corporate Accounts Manager

Sanatorium Girska Tisa

March 2009 - February 2011