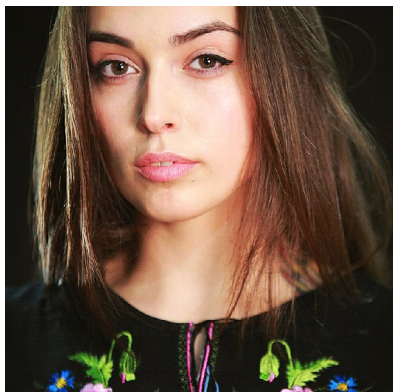


# Maria Filchagova

## Marketing specialist



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### About Me

I'm the qualified marketing specialist and copywriter with strong passion to the modern technologies and storytelling. My dream job will give me a possibility to implement storytelling theories in practice for creating the most inspiring and interesting texts about modern technologies. I'm inspired by good examples of web-design that's why I'm proficient with HTML and CSS (and a beginner in JS).

Types of content I've created include text and visual content: articles, interviews, whitepapers, blogs and site content, newsletters, press-releases and media kits, Q&As, guides, infographics.

My background includes: content marketing, marketing researches, content strategy, community management, SMM, copywriting, SEO, SEM, narrative design, UX-design, web-design. I'm experienced at running simultaneous multiple projects across all elements of the content.

My contacts are: email - [mashafilchagova@gmail.com](mailto:mashafilchagova@gmail.com); phone number – 068 8 230 240; Skype – m.filchagova.

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### Working Experience

#### **Blackthorn Vision – Lviv, Ukraine (2015-till now)**

##### **Marketing specialist, Copywriter**

I'm responsible for:

- Creating content-strategy – blog development, documentation creation, product descriptions, optimizing content for search engines and lead generation, etc;
- Marketing researches for creating marketing strategy;
- Site redesign – includes UX-analysis for site, prototyping, content redesign, etc.

## **Miatech – Clackamas, OR, USA**

(2015-till now)

### **Marketer / Content marketing strategist**

As a part of English-speaking marketing department I'm responsible for:

- Creating newsletters, media kits, sales documentation, blog posts, product descriptions, Q/A, whitepapers, and so on;
- Creating, implementing and evaluating a content, SMM and marketing strategy; Optimizing content for search engines and lead generation;
- Marketing analysis and researches, competitors' analysis;
- Collaborating with designers to create graphics and videos;
- UX-analysis for site and emails redesign.

## **Look at media - Moscow, Russia**

(2014-2015)

### **Journalist**

My responsibility was delivering the best-in-class storytelling, and needed content, as a result. I was responsible for creating some kind of researches about video games, as well.

## **JSC Lux (ТРК Люкс) - Project management office – Lviv, Ukraine**

(2013-2014)

### **Editor/Project coordinator**

As one of a team in PMO I was responsible for:

- Day-to-day website content maintenance and enhancements (texts as well as visuals – videos and photos);
- Websites management KPIs analysis;
- Social media strategy development and implementation, optimization Social Media traffic;
- Project management – team management, scheduling, budgeting;
- Brand development – radio24.ua, lux.fm, luxtv.ua.

## **JSC Lux (ТРК Люкс) – 24 channel - Lviv, Ukraine**

(2012-2013)

### **Journalist**

My responsibilities were:

- Writing, editing, sourcing, and coordinating articles and other types of content to be used at the site;
- Maintaining editorial and social media guidelines and policies.

## **Analytic group (Internet media group) - Lviv, Ukraine**

(2009-2013)

### **Copywriter**

I was responsible for day-to-day website content creating and maintenance.

## **Gazeta po-lvivsky - Lviv, Ukraine**

(2008-2009)

### **Journalist**

Creating reportages and taking the interviews – these were my responsibilities as a freelance journalist at the newspaper.

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### **Languages**

English – Advanced; Russian, Ukrainian – Native; Czech, Polish – Beginner.

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### **Technical Communication Knowledge**

- Knowledge about SDLC, DDLC, TC internal processes, and cooperation with development teams;
- Understanding of Agile (Scrum) concept, practices, and processes;
- Knowledge of Chicago Manual of Style publication terminology and guidelines.
- Knowledge of basic principles of UI design, user experience, and usability.
- Strong knowledge of HTML and CSS, basic knowledge of JS.

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### **Tools**

- Adobe Photoshop, Adobe Indesign, Adobe Premiere;
- Balsamiq Mockups
- MS Office, MS Visio
- Jira/Confluence, Bitrix24.