

IRYNA KOYEVA

Mobile: (289) 400-2552

[@iry_na](#)

Oakville, ON

ikoyeva@gmail.com

An experienced individual with advanced research and analytical skills and passion to Digital Marketing. Experience and knowledge of SEO, Social Media, WordPress CMS, Google AdWords, Google Analytics, paid ads on Facebook, Twitter, LinkedIn, Hootsuite, MavSocial, MailChimp, SharePoint, Cognos, Outlook, QuickBooks. A strong communicator with excellent customer service skills and a proven ability to work with diverse populations and senior leadership, both in team and individual environments.

HIGHLIGHTS OF QUALIFICATIONS

- Excellent communication skills, both verbal and written, good knowledge of French
- Attention to details; strong analytical and follow-up skills
- Highly organized with the ability to prioritize workload
- Advanced skills in SAP BO, PowerPoint, Excel (including Pivot tables, V-look up, Sum If features)
- Good knowledge of Adobe InDesign, basic skills in HTML and Salesforce
- Excellent project management and presentation skills, positive attitude
- Ability to think outside the box and apply creative solutions within a variety of business industries

EMPLOYMENT HISTORY

Sales and Marketing Specialist – full-time remote

Jan 2017 – May 2018

Commercial swimming pool specialists www.ncaquatics.com

- Created and updated Social Media profiles of the company
- Posted content on Facebook, Twitter, Pinterest, LinkedIn, YouTube on a regular basis using Hootsuite and MavSocial
- Updated MailChimp lists with new subscribers
- Prepared e-mail campaign
- Used A/B testing for creating newsletters, analyzed results of campaigns, open rate, etc.
- Created posters, ads for magazines and Social Media in Adobe InDesign
- Edited videos (captions, music etc.)
- Developed pictures during the presentation as part of the content strategy
- Updated website information in Wordpress CMS
- Automated the process of weekly back-ups of the website to the Google Dropbox
- Coordinated set up, paperwork and travel arrangements for trade shows
- Prepared sales orders, invoices, purchase orders in QuickBooks
- Organized delivery of products by coordinating with the customer/vendor and freight companies
- Created quotes with accurately calculated sale price
- Produced and analyzed weekly reports in QuickBooks on active estimates, sales orders and purchase orders
- Provided customer support in professional manner, including to French-speaking customers

Continued...

Digital Marketing Specialist – part-time

Dec 2015 - present

Indoor playground and childcare for kids www.kidsopolis.com, travel blog www.hellotieoff.com

- Update social profiles on Facebook, Twitter, YouTube, Google+, Instagram, Pinterest; post relevant content and reply to the comments
- Research relevant keywords and post optimized content to the blog section on a regular basis
- Monitor website performance using Google Analytics, SEM Rush etc.
- Reach out to the clients and ask for their reviews on Facebook page
- Prepare content calendar for blog posts
- Regularly check page insights on Facebook to determine trends and activity on page
- Determine social media and SEO strategy to increase awareness about new daycare
- Create paid ads on Facebook, targeting main buyer persona for new childcare
- Monitor content on Social Media channels using Hootsuite, schedule posts with MavSocial
- Grow social followers on Twitter to 300% within 2 weeks
- Use Canva application to produce graphic content
- Improve local organic SEO for new daycare with citations and registration on Google Map

Bilingual Marketing Specialist – contract

Ford through Percepta, Oakville

Mar-Nov 2015

*Automotive industry, www.ford.ca, www.percepta.com***Achievements:**

- Successfully learned three new software programs – SAP BO, Cognos, ESPS – within short period of time
- Prepared daily sales reports for company's news
- Analyzed data and produced various reports in charts and graphs in Excel using Pivot Tables and other formulas to support management's decisions
- Produced monthly reports for the senior management with information on market penetration, sales results compare to SPLY, performance for the month using SAP Business Objects, Access and Excel
- Coordinated launch of brand change with design agency
- Reviewed samples of brochures to chose those that adhered to the brand communication's strategy
- Requested and analyzed e-store inventory reports to determine quantity for reprinting of brochures
- Prepared flowchart presentations on e-store and other topics in Power Point

WEBSITE PERFORMANCE ANALYSIS

- Analyzed and compared websites of two competitors (ford.ca and toyota.ca) for the quality of the visual design, usability, consistency, content, navigation, on-page optimization and interactivity
- Used Google Page Speed Insights to check the speed and user experience along with the recommendations for improvement
- Analyzed SEM Rush reports to provide insights on number of backlinks, relevant keywords, results of paid campaigns etc.
- Checked responsiveness of each website
- Determined which website was a better quality, considering all the analyzed factors
- Provided list of recommendations for the better website as part of the project for the Fundamentals of Digital Marketing class at UofT, achieving grade A

Continued...

EDUCATION**University of Toronto**

Certificate in Digital Marketing Management

Dec 2016

Sheridan College

Market Research

Winter 2014

Business Facilitation and Communication

Fall 2011

Fundamentals of Project Management

Winter 2011

Odessa State Economic University, Ukraine

Master's degree in Accounting

Graduated 2005