



# DARIA STEPANOVA

## Digital International Business Alumni

Greetings! It is my pleasure to introduce myself as a young professional with a strong sense of confidence in the dynamic environments of startups and innovations. I am a proactive, responsible, and attentive individual. I believe that my current primary asset is a fire in my eyes and a strong desire to work.



+358 46 896 5339



daria.stepanova.pro@gmail.com



[www.linkedin.com/in/daria-stepanova2002/](https://www.linkedin.com/in/daria-stepanova2002/)



Kouvola, Finland  
Ready to relocate

## Education

South-Eastern Finland  
University of Applied  
Sciences (XAMK)

Bachelor's in Digital  
International Business  
2021 - 2024

## Skills

- Project management
- Community Building
- B2C communication
- Microsoft Office Suite
- Marketing and PR
- Knowledge of startup ecosystem
- Experience working with international teams
- Results-oriented
- Flexibility and adaptability

## Language

- English – Advanced
- Finnish – Intermediate
- Russian – Native



## Work Experience

### Social Media Marketing Manager (09.2024–10.2024)

#### Tusovka.langs

- Developed and implemented a marketing strategy to attract new audiences
- Created short videos, posts and useful social media vocabulary for Instagram and Telegram
- Improved engagement with followers and increased content engagement

### Marketing Video Creator (02.2024–07.2024)

#### Thesis Research for Patteri Entrepreneurship society

- Developed and implemented video marketing strategies for Instagram as part of my graduate research on the effectiveness of short videos in marketing.
- Tracked and analyzed video metrics and audience engagement to evaluate effectiveness and develop future strategies.
- Created recommendations for improving the company's efforts in the field of video marketing based on data analysis.

### Junior Project Manager (05.2023–09.2023)

#### Ascari s.r.o. (Staffing & Recruiting)

- Conducted comprehensive competitive analysis for a niche company, benchmarking against 30 industry competitors.
- Managed B2B communications on behalf of the company within the project's scope.
- Consistently reviewed and updated project documentation to ensure accuracy and relevance.



## Additional Experience

- Google SEO Fundamentals certificate from University of California, Davis (09.2024)
- Volunteer at Ship Startup Festival (05.2024)
- Marketing Project for Kymi Ring, MotoGP 2022 (11.2021–02.2022)