

MARYANA KRESHCHUK

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[View my portfolio here](#)

EXPERIENCE

Social Media & Website Manager, Podcast Producer

Freelance: August 2020 – Present

Most relevant projects below, full scope in portfolio above.

- Manage social media accounts, Squarespace website, and Flodesk newsletter for a recognized NYC food photographer who shoots for companies like Domino's, Shake Shack, and DeLonghi. Provide regular consultation to achieve goals of increased reach and engagement.
- Coordinate editorial calendar for PR blog, which gets 50,000+ monthly readers and has a DA score of 74. Follow a consistent schedule to format, optimize, and publish 2 posts per week on a WordPress website. Correspond with guest writers. Create social media content for multi-channel distribution.
- Produce a business leader's weekly podcast, which has been named in the top 100 business and marketing podcasts on iTunes. Responsible for post-production, writing show notes, and creating teaser videos and quote graphics for social media. Maintain a streamlined process, workflow, and organization system for all files.

Social Media Manager

The Spark Social, Providence RI: January 2019 – August 2020

- Developed custom social strategies using organic and paid marketing for clients (restaurant owners, lawyers, and financial planners).
- Identified unique style and voice for each client.
- Created monthly content calendars with original and curated content and custom-designed graphics.
- Managed additional marketing tasks like writing monthly newsletters, editing videos, and running paid ad campaigns.
- Held weekly strategy calls with clients and conducted regular analyses to track KPIs.



SKILLS

- Social Media Management
- Content & Video Creation
- Graphic Design
- Copywriting & Blog Writing
- Website Management
- SEO Optimization
- Podcast/Audio Editing
- Project Management

EDUCATION

Gordon College

December 2018

Bachelor of Arts: Business Administration

Concentration: Marketing

Minor: Innovation & Social Enterprise

Social Media Channels:

Instagram, TikTok, Facebook, Twitter, LinkedIn, Pinterest, YouTube, Behance

Creative Tools:

Adobe Creative Suite, Canva

Websites, Podcast Sites, CRMs:

WordPress, Squarespace, HubSpot, SoundCloud, Libsyn, Mailchimp, Flodesk, Constant Contact, ConvertKit, Mailerlite

Other Tools:

Facebook Creator Studio, Later, Buffer, CoSchedule, Tailwind, Airtable, Asana, Trello, Google Analytics, Zapier