

# Iryna Kuzma

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## OBJECTIVE

Customer-focused professional with 5+ years of experience in the online retail industry, adept at providing high-quality customer service, solving problems, and cultivating positive customer experiences. Seeking a position where I can apply my skills to enhance customer satisfaction and contribute to the overall success of the team and organization

## SKILLS

- Customer Service
- Sales and Marketing
- Advertising Facebook/Instagram
- Ability to multitask
- Communication
- Team Collaboration
- Proficient in MS Office suite, demonstrating advanced skills in Word and Excel.

## PROFESSIONAL EXPERIENCE

### Customer Service Representative / Barista

Greedies | London, UK | July 2023 - October 2023

- Took orders from customers, providing informative and helpful assistance.
- Delivered high-quality customer service and prepared a variety of coffee drinks.
- Opened and prepared the restaurant for daily operations, collaborating effectively within a team.
- Managed cash transactions and maintained a clean and organized work area.

### Social Media Manager

Remote | USA | 2017 - May 2023

- Managed Instagram account for over 5 years, successfully selling products and building lasting client relationships.
- Conducted client communication through messages, offering personalized assistance.
- Successfully sold products through Instagram and offered alternative solutions.
- Created engaging content daily using client photos and videos.

### Content and Sale Manager

Aroma Company | Ternopil, Ukraine | June 2020 - December 2022

- Conducted online customer interactions and product sales (B2C).
- Produced photos and videos for social media accounts, contributing to brand visibility
- Developed and executed a social media strategy to enhance website awareness and boost sales.
- Managed and created content on Instagram and Facebook, engaging the audience effectively.
- Utilized Meta advertising tools to optimize reach and engagement, increase sales by 20%

## EDUCATION & COURSES

Management of Foreign Economic Activity/Master's degree, 2012-2013

Specialization: International investment management

Ternopil National Economic University, Ternopil, Ukraine

Management /Bachelor's degree, 2008-2012

Specialization: Administration of foreign economic activity

Ternopil National Economic University, Ternopil, Ukraine

- Proldea Academy "Creating of strong promotiong strategy for business"
- Proldea Academy "Creating of content plan for promo business"

## LANGUAGES

- Ukrainian - fluent
- English - Intermediate