

ANASTASIA SORKIN

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HIGHLIGHTS

- Creative marketing strategies & campaigns
- Corporate communications
- Product positioning & branding
- Focus group & market research
- Video and photo production
- Experience in Facebook Analytics and Google Analytics, Adwords, Adsense
- Google Ads Display Certification
- Experience with marketing software such as Hootsuit, Wave, Vegaro Pro and Salesforce
- Strong Microsoft application skills: power point, excel, word
- Proficient in using adobe Photoshop, affinity designer for graphics creation
- Development of training materials
- New product launch
- Supplier relationship
- Creative thinker, team player, effective problem solver
- Exceptional organizational and project management skills
- Excellent customer service and interpersonal skills
- Ability to handle multiple assignments



EXPERIENCE

Assistant Manager | Stars Mens Shop – Ottawa, ON

NOVEMBER 2017 - CURRENT

- Collecting data using primary and secondary research
- Analyzing, interpreting, and making conclusions from collected data, and delivering it to the top management
- Providing recommendations how to increase and maintain brand awareness and ROI
- Clearly communicate ideas and recommendations to the top management
- Developed custom Marketing Plan for Ontario region
- Collecting, analyzing and integrating buying habits and customers' preferences to maximize sales
- Developed Social Media Campaign based on the primary and secondary research focused on the current trends
- Created financial plan for the Social Media Campaign
- Increased sales in the store by 45% in one season by utilizing different selling techniques
- Building strong relationship with customers by understanding their needs and wants, and providing outstanding customer service to maintain and attract new customers
- Communicated with third-party vendors to process production orders within deadlines
- Training sales representatives to achieve sales goals
- Particularly effective in assessing and resolving customers and employees conflicts and problems
- Ordering, receiving, and sending inventory

Marketing Assistant | Instant Lawns – Ottawa, ON

JANUARY 2015 – JULY 2015

- Created Marketing Plan and Campaigns to reach more clients and analyzed progress
- Managed Social Media platforms using Hootsuit and analyzed customer engagement to effectively reach the target audience
- Built a partnership with neighboring companies
- Prepared standard and routine reports, presentations, letters and meeting agendas
- Took and edited before and after photos for pamphlets and daily Social Media updates
- Assisted in implementation of marketing through direct mail, email and telephone communication campaigns
- Created photo and video advertising content
- Assisted accounting team with expense tracking using Wave App
- Handled phone calls, client accounts and data entry
- Established client relationships by providing excellent service and promptly responding to their needs
- Helped organize and arrange marketing surveys, focus groups and studies
- Assisted in executing all studies and gathering the final information

Retail Store Owner/Manager

JANUARY 2005 – DECEMBER 2011

- Managed store operations by ensuring exceptional performance and excellent customer services
- Assisted customers in all aspects of store services including handling complaints and inquiries
- Led the developed and implementation of annual marketing plans that resulted in consistent sales increases, in a flat growth industry
- Drove the development and implementation of media strategies that resulted in improved efficiency and accelerated sales growth and profitability
- Developed and implemented consumer research designed to improve results of our sales promotions
- Coordinated sales promotions and provided sales target



EDUCATION

Business Marketing – College Diploma | Algonquin College

MAY 2015

- GPA: 3.8/4.0
- Highest Honors – Dean's List

Bachelor of Arts in Philology | Voronezh State University

JULY 2007

- GPA 3.5/4.0



LANGUAGES

English - Advanced

French - Beginner

Russian - Native