Tsofiya Osadchi

Senior Campaign Manager

Passionate about web development, I am currently focused on learning the complexities of coding and digital innovation. My journey began in the dynamic world of digital marketing and campaign management, where I developed a solid foundation in strategy, research, and project management. With a keen interest in technology and a desire to create impactful digital solutions, I transitioned into web development, where I am sharpening my skills in JavaScript, HTML, CSS, and various frameworks. My diverse background, including consulting and sales, complements my technical abilities, enabling me to approach projects with a unique blend of creativity and analytical thinking.

Contact

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Expertise

- HTML
- CSS
- JS
- Marketing Strategy
- Google Ads
- Facebook Ads
- LinkedIn Ads
- Google Analytics
- GTM
- Data Analyst
- SQL
- Excel
- SEO

Work Experience

Digital marketing specialist   2020 - 2023
Xtra Mile

- Conducted comprehensive marketing research, encompassing competitor analysis and audience profiling.
- Developed strategic marketing plans, informed by a thorough understanding of the marketing funnel and the client's position within it.
- Launched and managed campaigns, ensuring effective communication of the client's value proposition to the target audience.
- Analyzed campaign performance, using data to drive decision-making, optimize results, and provide actionable marketing insights.

Campaign Manager   2019 - 2020
Lime Digital

- Created complex strategies focused on customer journeys and driven by in-depth market research.
- Planned and managed high-budget campaigns, created presentations, analyzed reports, and constantly optimized for success.
- Worked with strategic clients, promoted companies for generating leads, and promoted an e-commerce app.
- Successfully increased the number of users, shopping carts, and total monthly sales (doubled within three months).

Client Manager   2018 - 2019
Inca Media

- Managed 20 clients simultaneously, promoted e-commerce sites on Google, built landing pages.
- Managed and created campaigns using Google Ads and Facebook, created briefs, advertising copywriting, analyzed data, and created reports.

Education

Web Development, HackerU   2024

Data Analyst Course, shecodes;   2023

Digital Marketing Course (SEO, PPC), HackerU   2017 - 2018

BA in Communication, EYC   2011 - 2014