# VIKTORIIA ZAKORCHEMNA

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|---|---|---|
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| | **Skype:** | [Link to Skype](#) |
| | **Telegram, Viber, WhatsApp:** | +38-093-816-3824 |
| | **GitHub:** | [Link to Github](#) |
| | **Languages:** | Ukrainian (native), Russian (fluently), English (B2- Upper Intermediate), Polish (A2 - Pre Intermediate) |

## SKILLS:

- HTML5, CSS3, JS
- RWD, BEM
- Wordpress, Joomla (basic)
- PHP(basic for WP), JQuery, Vue.js (basic), SCSS
- MySQL, AJAX, HTTP, NPM
- GIT, GitHub, GitLab
- Gulp, Webpack
- IDE (PHPStorm), Visual Studio Code
- Graphic Redactors: Figma, Avocode, Adobe Photoshop, Adobe XD
- Facebook Ads, Google Ads, SEO and PPC
- Trello, Slack, Scrum
- **Soft skills:** Adaptability, Creativity, Attention to Detail, Critical Thinking

## ADDITIONAL EDUCATION | CERTIFICATES:

**SOFTSERVE IT ACADEMY**                    Lviv, 2019
Frontend Developer

**Kyiv Polytechnic Institute**               online, 2019
Basics of information security
[Link to the certificate](#)

**Lviv IT School**                           online, 2019
Basics of software testing
[Link to the certificate](#)

**Linkedin Learning**                        online, 2020
Vue.js Essential Training
[Link to the certificate](#)

## ACADEMIC HISTORY:

**MASTER DEGREE**                            **Kyiv, 2019**
NATIONAL UNIVERSITY OF FOOD TECHNOLOGIES
Business, Trade and Exchange Activities
Quality Control, Standardisation and Certification

## EXPERIENCE:

**DIGITAL MARKETING MANAGER**        Jan 2020 - Oct 2020
Anatol Equipment Manufacturing Co.
B2B, Chicago, IL USA/Poland

- Planning digital marketing campaigns, including web, SEO/SEM, email, social media and display advertising
- Maintaining social media presence across all digital channels Instagram, Facebook, Twitter, YouTube, Pinterest, TikTok
- Brainstorm new and creative growth strategies, creating sales funnels, including landing pages for lead generation
- Organization and participation in international exhibitions (RemaDays, Warsaw 2020)
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)

**FRONTEND DEVELOPER**               Feb 2019 - Jan 2020
THE MOO&MOO(ex. Cruks)
Creative web studio, Lviv

- Using markup languages HTML and CSS, JavaScript and jQuery to create user-friendly web pages
- Create, maintain and improve websites using Wordpress
- Help back-end developers with coding and troubleshooting, I have experience with Woocommerce
- Optimize application for maximum speed and scalability, SEO
- Close cooperation with the designer