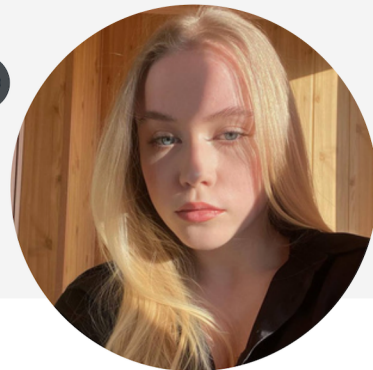


KATERYNA OSTAPIENKO

MARKETING AND ADVERTISING SPECIALIST



☎ +370 657 29 033

✉ ostapienkokate@gmail.com

📍 Location: Vilnius, Lithuania;
Citizenship: Ukraine

PROFILE

I am a qualified marketing specialist with almost 2 years of experience in content-making and building business advertising strategies. Strong creative and analytical skills. Team player with an eye for detail.

SKILLS

- A/B testing
- SPSS
- Creating compelling content, including videos, and copywriting
- Communication and collaboration skills
- Creating new ideas for advertising campaigns
- Problem-Solving
- Project Management Tools
- Strong Communication

EXPERIENCE

MARKETING ASSISTANT

Lemon Gym Vilnius

2022.10-2022.12

- I was Led major advertising campaigns and creating new ideas for this company;
- Target audience analytics;
- Managing social media and exploring new platforms for promotion opportunities.

SOCIAL MEDIA MANAGER

Freelance

2021.05-2022.09

- During this time I have been managing social media platforms for several businesses, such as **Brilliant Bar** and **Georgian restaurant** in Kharkiv, Ukraine. **I was responsible for:**
- Creating and executing advertising campaigns;
- Creating compelling content, editing videos of different formats, copywriting, and storytelling;
- Creating and executing social media strategies that align with business goals and increase brand awareness and engagement;
- Setting goals based on analytics of target audience activity data;
- Working with social media analytics tools and using data to inform strategy and make informed decisions.

PART OF A MENTOR GROUP IN THE UNIVERSITY

- My main responsibilities included:
- Providing guidance and support;
- Advising on academic and career goals;
- Facilitating networking opportunities,
- Creating a supportive community, and Advocating for students.

EDUCATION

KHARKIV POLYTECHNIC UNIVERSITY

"Entrepreneurship and trading activities", Bachelor, online studying
2021-present

SMK UNIVERSITY OF APPLIED SCIENCE

"Marketing and advertising creation", Bachelor
2021 - present

GENIOUS SPACE "SOCIAL MEDIA
MANAGER" - 40 HOURS

GENESIS "Creation and development of
IT products" - 40 HOURS

LANGUAGES

English
Ukrainian
Russian