








SVETLANA BRZOZA

DIGITAL MARKETING SPECIALIST

PERSONAL PROFILE

- ✓ Have 7+ years Digital Marketing experience in promotion online products and services
- ✓ Make decision based on all available data
- ✓ Know how to reach targeted KPIs

CONTACT

-  Kastanienallee 10,
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-  (0) 171 816 11 43
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WORK EXPERIENCE

Junior Marketing Manager | Insparx · Munchen

NOV 2019 - OCT 2020

- **managed Facebook and Instagram campaigns** in-house for several dating brands in East European markets
- **created landing pages, Ad creatives**, conducted various **A/B tests** and **experiments**
- **optimized campaigns performance based on KPIs** and deep data analysis

Campaign Manager | Recognified · Munchen

FEB 2019 - JUL 2019

- **managed advertising campaigns** for clients in company's own display network (DSP)
- **analyzed raw data** and optimized campaigns accordingly
- **worked with innovative advertising product**, which used automatic recognition of content and image in order to reach the most converting audience

Team Leader | Webnode · Brno

JUL 2016 - SEPT 2018

- **in charge of German / French / Dutch / Russian speaking markets:** motivated team of 9 successful customer care and marketing specialists
- **community manager:** looked after 17+ company pages in different social networks
- **email marketing:** prepared content, adjusted HTML templates and technical settings, coordinated translations and proofreading, sent newsletters to 30+ million users
- **affiliate marketing:** communicated with partners, strategic development of affiliate programme, payouts
- **localized and translated Webnode CMS tool:** website editor, user administration, website, knowledgebase, blog
- **supported Russian-speaking customers** from all over the world
- **maintained different marketing channels** for Russian-speaking countries

Marketing and Customer Care Assistant | Webnode · Brno


APR 2013 - JUN 2016


- **created content** for blog and social networks
- **performed digital marketing activities** for Russian-speaking markets
- **supported customers** about website creation and SEO
- **trained and coached newcomers**
- executed **email and affiliate marketing**
- **localized and translated Webnode CMS tool**


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EDUCATION

Masaryk University Brno, Czech Republic

Masters' degree, Business Administration and Management

2011 - 2015

Izhevsk State Technical University (ISTU), Russia

Masters' degree, Organization Management

2005 - 2010

Izhevsk State Technical University (ISTU), Russia

Dual degree, Translator in the field of professional communication (En-Ru)

2006- 2009

KEY SKILLS

- social media marketing
- affiliate marketing
- content creation
- email marketing
- data analysis
- copywriting
- translation
- product localization
- training and coaching
- customer care
- website hosting
- search engine optimization

TOOLS

- CMS (Webnode, Wordpress, Drupal)
- Smartly
- Facebook Ads Manager
- Facebook Business Manager
- Tableau
- Clicdata
- Google Analytics
- Mongo DB
- ArpReach
- MailChimp
- PostAffiliatePro
- Trello
- Jira
- Confluence
- Asana
- HTML
- CSS
- Canva
- Unfold
- Mojo
- Animoto
- BeFunky
- Excel, Powerpoint, Word

LANGUAGE SKILLS

- Russian - native speaker (C2)
- English - full professional proficiency (C1)
- Czech - professional working proficiency (C1)
- German - intermediate level (DTZ Telc Certificate B1)
- Polish - basic level (A1)