



# Svetlana Brzoza

Munich, Germany

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Work permit: full access to EU labor market

Digital Marketing Specialist with 7+ years experience in promoting online products and services, capable of working with almost all marketing channels and making data-driven decisions, looking for mid level marketing positions

## SKILLS

- Social media marketing (paid & organic)
- Content creation (Ru, En)
- Email marketing
- Data analysis
- Website hosting
- Search Engine Optimization (SEO)

## EXPERIENCE

**Nov 2019 - Oct 2020**      **FACEBOOK MARKETING MANAGER**  
**Munich, Germany**      **Insparx, Industry: Online Dating**

Managed Facebook and Instagram ads campaigns for online dating brands in Eastern Europe, prepared landing pages, creatives, conducted A/B tests and optimized campaigns based on performance KPIs.

- 5-10% p.p. higher ROI of ad campaigns in comparison with previous year thanks to natively created content and closer attention to audience quality
- Communicated with FB support almost everyday about disapproved ads and made sure, that all false positive ads were approved by the end of the day and all campaigns were delivering enough impressions in order to reach targeted KPIs

**Feb 2019 – Jul 2019**      **CAMPAIGN MANAGER**  
**Munich, Germany**      **Recognified, Industry: Online Advertising Agency**

Managed ads campaigns for clients in company's publisher network, based on innovative advertising product, which used automatic recognition of website content (text and image) in order to reach the most converting audience

- Created dashboard in Clicdata where all main KPIs were presented for each campaign, which made decision making and campaign adjustments 3 times quicker
- Aggregated reports from different tracking systems in order to have benchmarking data about measured Viewability Rate (IAS, Meetrics and company's Ad Server) and better understanding of measurements accuracy

**Apr 2013 - Dec 2018**      **TEAM LEADER (Jul 2016 - Sep 2018), MARKETING SPECIALIST (Feb 2014 - Jun 2016), MARKETING ASSISTANT (Apr 2013 - Jan 2014)**  
**Brno, Czechia**      **Webnode, Industry: Online website builder**

Performed all marketing and customer care activities for Russian-speaking markets; I was in charge of different promotion channels for company's product all over the world (19+ localization) and leading team of specialist working for DACH/FR/NL/RO markets

## **Leadership**

- Motivated team of 9 successful customer care and marketing specialists, 4 of them were recruited directly by me in response to market growth in specific countries and one person was later promoted to Team Leader position

## **Community management**

- Prepared engaging content about website creation and supervised its distribution in 17+ company pages in different social networks (Facebook, Twitter, Instagram, Youtube), which helped to deliver useful content and build stronger communication with existing customers

## **Email Marketing**

- Prepared content, adjusted HTML template, coordinated translation and proofreading. Reached 30+ millions users with 8-10% open rate 2-3 times a month

## **Affiliate Marketing**

- Prepared and successfully executed project devoted to changing payout structure and preparing promotion mix for the new program, thanks to which number of affiliates increased by 20%
- Answered all partners' questions within couple of hours during work time and made sure all payouts are executed accurately and regularly

## **EDUCATION**

**2011 - 2015**                      **Masaryk University Brno, Czechia**

Master's Degree, Business Administration and Management, focus: Marketing

**2005 - 2010**                      **Izhevsk State Technical University, Izhevsk, Russia**

Graduate Degree, Organizational Management

**2006 - 2009**                      **Izhevsk State Technical University, Izhevsk, Russia**

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

## **OTHER**

### **Computer skills**

- Content Management Systems (Webnode, Wordpress, Drupal, PSPad, HTML)
- Social Network (Smartly, Facebook Ads Manager, Facebook Business Manager, Hootsuite)
- Analytics (Tableau, Excel, Clicdata, Google Analytics, MongoDB)
- Email Marketing (MailChimp, ArpReach)
- Affiliate marketing (PostAffiliatePro)
- Productivity (Trello, Jira, Confluence, Asana, Kayako)
- Creativity (Canva, Unfold, Photopea)
- Office (Excel, Powerpoint, Word, Office 365)

### **Languages**

Russian (native), English (fluent), Czech (fluent), German (intermediate), Polish (basic)