

Karina Olshanska

Phone

+380 93 102-1290

Email

olshanskakarina@gmail.com

Birthday

7th of October, 1997



Skills



Languages

Ukrainian & Russian:

native

English:

upper intermediate

German:

upper intermediate

– About Me

I am a Sales and Brand Marketing Specialist with a data-driven approach. I have extensive experience in targeted advertising with budgets starting from \$1,000, especially in the video game industry. I already have significant experience in the marketing field and aim to grow as part of a professional and motivated team, which will help me improve my skills.

– Experience

Brand Marketing Manager

1minus1 |Mar 2022 - Present · 2 yrs 3 mos

United Kingdom (Remote)

Day-to-day management/ownership of 1minus1’s social/organic channels;

• Twitter

• LinkedIn

• Facebook

• Instagram

Tasks including but not limited to

• Content generation (could be by getting others to do the content, but assuring that content happens is essential)

• Content review

• Idea generation

• Liaising with freelancers (content)

Responsible for execution of sales outreach on LinkedIn for

• The Founder/CEO

• Myself

• Client needs as they arise

Responsible for execution of paid advertising, including but not limited to

• LinkedIn

• Google Ads

• Paid media slots

Responsible for both execution of maintenance and the accuracy of tracking and reporting

• Paid Ads reporting

• Organic content reporting and tracking

Responsible for execution of the SEO of the company

Weekly report and analysis on 1minus1 marketing efforts will be expected

Sales Manager

24Trading | Jan 2021 - Feb 2022 · 1 yr 2 mos

Kyiv, Ukraine

My responsibilities:

• Setting sales goals for me and my junior colleagues

• Maintaining and increasing sales of investments contracts

• Assessment of sales processes and scripts, their improvement

• Forecasting and analysis of sales

• Presenting of sales reports

Results:

• Increased sales numbers by 17% due to new scripts and lead segmentation presented and implemented by me.

• Streamlining of the sales process by 2 days thanks to introduction of the easier payment methods for leads.

Marketing Manager

NDA| Concert agency. |Jan 2019 - Feb 2020 · 1 yr 2 mos

Kyiv, Ukraine

My responsibilities:

• Implementation of the SMM strategy.

• Launch, management and reporting on targeted and contextual advertising.

• Development of text and visual creatives for targeted ads in a team with copywriters and designers.

Results:

• Increased engagement in social media by 21% thanks to the new SMM strategy.

• Reduced the customer acquisition cost by 18% in comparison with the previous similar period before my work.

• Developed email chains that improved repeat sales by 12%.

– Education, Courses & Trainings

Nizhyn Mykola Gogol State University

Bachelor's degree | 2016 - 2020

Specialization - German Philology and Literature

App marketing & ASO

Devtodev • Summer 2021

I studied fundamentals of mobile game marketing, including but not limited to:

• UA channels,

• Marketing analytics,

• ASO basics.

Digital marketing

Google Academy • Winter 2020-21

I completed advanced digital marketing course. It included following topics: digital marketing, PPC, and web analytics.

How to use Automation to Send Emails with Mailchimp

Coursera Project Network

Issued Sep 2023

• Learn to automate an email in Mailchimp

• Learn to design a Signup form in Mailchimp

• Learn to add subscribers in Mailchimp

SEO Training Masterclass 2024: Beginner To Advanced SEO

Udemy

Issued Apr 2024

• Dominate Google search as well as other search platforms

• Smart SEO strategies used only by very savvy marketers

• Ranking almost any page in Google search

• Creatation a very good SEO strategy for business

• Gaining insight into how all search engines work: Google, YouTube, Amazon, mobile app stores and more

• Learning SEO secrets and advanced strategies

• Learn WordPress SEO, Shopify SEO, and SEO for any other platform like Wix