

Ulyana Melnyk

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SUMMARY

Experienced Marketing Manager with over 10 years in marketing and sales strategy, boasting a strong foundation in web design and web development, entrepreneurial experience, and e-commerce expertise. Proficient in analyzing market trends, implementing effective brand growth strategies, and optimizing digital marketing channels. A resourceful problem-solver and dedicated team player, adept at blending analytical prowess with emotional intelligence to drive successful outcomes.

EXPERIENCE

Director of E-commerce / Marketing Strategist

UpTop Corp

January 2020 – Present, Miami, FL

- Developed detailed customer personas and conducted comprehensive market research on the target audience, pain points, behaviors, preferences, and competitors, enabling tailored marketing strategies and compelling messaging.
- Led data-driven decision-making using web analytics tools (Google Analytics, Jungle Scout, Amazon Analytics) to develop CRM reporting metrics, providing insights for content strategy efforts and ensuring web content reaches its maximum potential.
- Designed and implemented creative brand assets to improve product understanding, boosting brand visibility and engagement while strategically aligning with CRM strategies to improve customer experience and drive retention.
- Enhanced search rankings through targeted SEO strategies, including content creation, keyword research, and keyword optimization, leading to a 35% increase in organic traffic and a 25% improvement in conversion rates.
- Managed the creation and launch of the Safesio brand, guiding the product line from initial ideation and market research, through design and production, to a successful launch and expansion on Amazon Marketplace.
- Conducted A/B testing on titles, bullet points, images, and A+ content; optimized pricing strategies; and actively participated in promotional activities, boosting product page views by 30% and increasing conversion rates by 25%.
- Monitored and audited website content to identify thematic gaps, duplicate content, and inadequate internal links, resulting in a 30% increase in user engagement and a 25% improvement in page dwell time, significantly enhancing user experience.

Sales and Marketing Manager

Tech Studio

January 2013 – March 2019, Brooklyn, NY

- Managed cross-functional collaborations with in-house creative teams and external vendors to optimize marketing executions, while developing, proposing, and presenting new ideas and strategies, successfully guiding these projects from concept to completion.
- Led weekly review meetings to assess progress against the go-to-market calendar, adjusting timelines and budgets to meet deadlines.
- Reviewed and managed marketing content to ensure effectiveness across all platforms, including websites, landing pages, emails, digital campaigns, social media platforms, and traditional media, resulting in a 20% increase in customer retention.
- Identified and anticipated market trends, assessing opportunities for marketing strategy development, which significantly boosted revenue and enhanced the company's competitive standing, leading to a top-3 position in industry rankings.
- Excelled in high-pressure situations with strong leadership, achieving a 95% on-time project completion rate.

EDUCATION

Computer Programming

Web Development Bootcamp – Le Wagon (9-Week Full-Time Program) – Bali, Indonesia • 2019

- Mastered a range of technologies including HTML, CSS, Bootstrap, Git, React, SQL, Ruby on Rails, JavaScript, UX/UI, Figma, QA.
- Led a team in a group project to design and develop a marketplace website, overseeing every stage of the project's completion, providing recommendations on content layout and link architecture, and implementing QA/testing protocols to ensure functionality and design.

Bachelor of Science in Public Administration

Minor in Inspection and Oversight – John Jay College of Criminal Justice – New York, United States • 2016

Bachelor of Arts in Early Childhood Education and Teaching

Minor in Computer Science – Vasyl Stefanyk Precarpathian National University – Ivano-Frankivsk, Ukraine • 2011

SKILLS

Go-To-Market Strategy – Project Management – Strategic Planning – Competitive Analysis – Digital Marketing – CRM – SEO
Web Analytics – Web Strategy – Web Development – Web Design – Customer Journey Mapping – PPC – A/B Testing – Excel
E-commerce – HTML – QA – UAT – Adobe Suite – AI Tools – UX/UI – UX Research – User Stories – Figma – PowerPoint
Critical Thinking – Adaptability – Creativity – Attention to Detail – Problem-Solving – Communication – Multitasking – EQ
Languages: English (Fluent) – Ukrainian (Native) – Russian (Fluent) – Spanish (Beginner)