

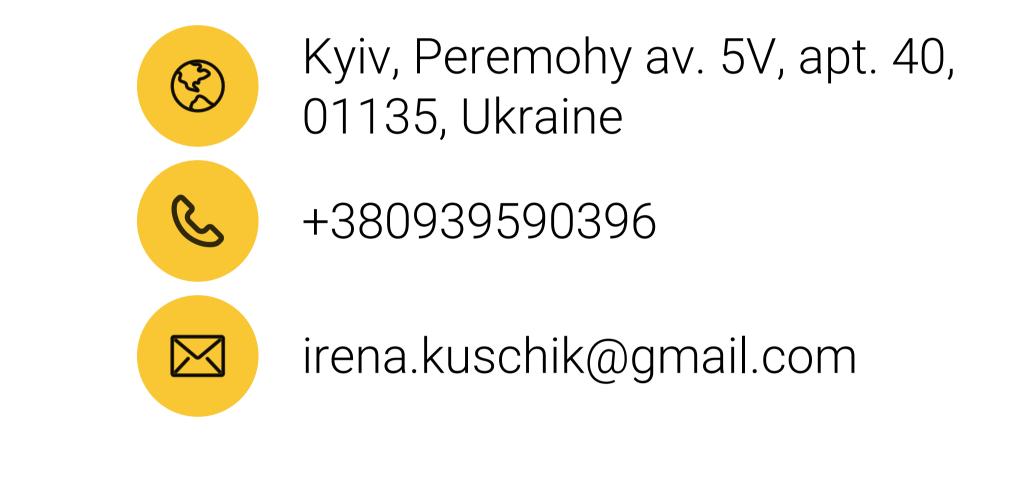
IRYNA KUSHCHYK

HEAD OF SMM, HEAD OF DIGITAL MARKETING BRAND MANAGER, COMMUNICATION MANAGER



- Brand Strategy Development;
- PR;
- Copywriting;
- Targeted Advertisements (Facebook Ads and Google Ads)
- Social Networks Development (Facebook, Instagram, TikTok, YouTube)
- Content Creation (Text, Photo, Video)





Date of Birth 03 February 1995

HEAD OF DIGITAL MARKETING realme | Feb 2021 – Feb 2023

- 2 years of experience as a digital marketing director, supervising social
- media for realme brand in Ukraine, Turkiye and Georgia.
 - Successfully launched campaigns and promos throughout social media with millions of views
 - Oversaw TikTok launch and grew it to receive millions of views
- Partnered with numerous SEO agencies, briefed them and supervised working processes

HEAD OF SMM

MEGASPORT | Ukraine | 2020 - 2021

Supervised social media communication for Ukrainian sportswear and retail giant MEGASPORT.

- Developed communication and visual strategy
- Oversaw content creation, including photos and videos for social media
- Drove forward a paradigm shift in brand's social media communication

HEAD OF SMM

Smartass | Ukraine | 2019 - 2020

Development and supervision of digital marketing, communication and visual strategy, creation and management of Facebook and Instagram accounts from scratch.

- Created unique visual content, including viral videos
- Attracted > 10 000 unique subscribers organically in less than 6 months
- Increased website traffic and sales by 20% using stylish and quirky visual content

Place of Birth Kyiv

Nationality Ukraine



Kyiv State University named after T.G.Shevchenko Master's Degree / Kyiv, Ukraine 2012 - 2018 Academy of Advocacy of Ukraine Master's Degree / Kyiv, Ukraine 2016 - 2020



FEDUA Cosmetics brand | Ukraine | 2019 - 2021 Developed unique visual and communication strategy for the brand. Created and maintained stylish modern Instagram page.

MARTOM Cosmetics brand | Ukraine | 2019 - 2020 Created and maintained stylish modern Instagram page. Managed organic growth of subscribers.

KYIV IFF 'MOLODIST' Film festival | Ukraine | 2017 - 2018 Managed and configured SMM promotion, targeted advertisements etc. Lead a team of volunteers in SMM department.

| PERSONAL SKILLS | |
|-------------------|------|
| Brand Management | 95% |
| Digital Marketing | 93% |
| SMM | 100% |
| Creativity | 97% |