



IRYNA KUSHCHUK

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



PROFESSIONAL SKILLS

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



PROFESSIONAL EXPERIENCES

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



EXTRA-ACTIVITIES

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.



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Date of Birth
03 February 1995

Place of Birth
Kyiv

Nationality
Ukraine



EDUCATION

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



PERSONAL SKILLS

Brand Management 95%

Digital Marketing 93%

SMM 100%

Creativity 97%