



# KUSHCHYK IRYNA

## PORTFOLIO



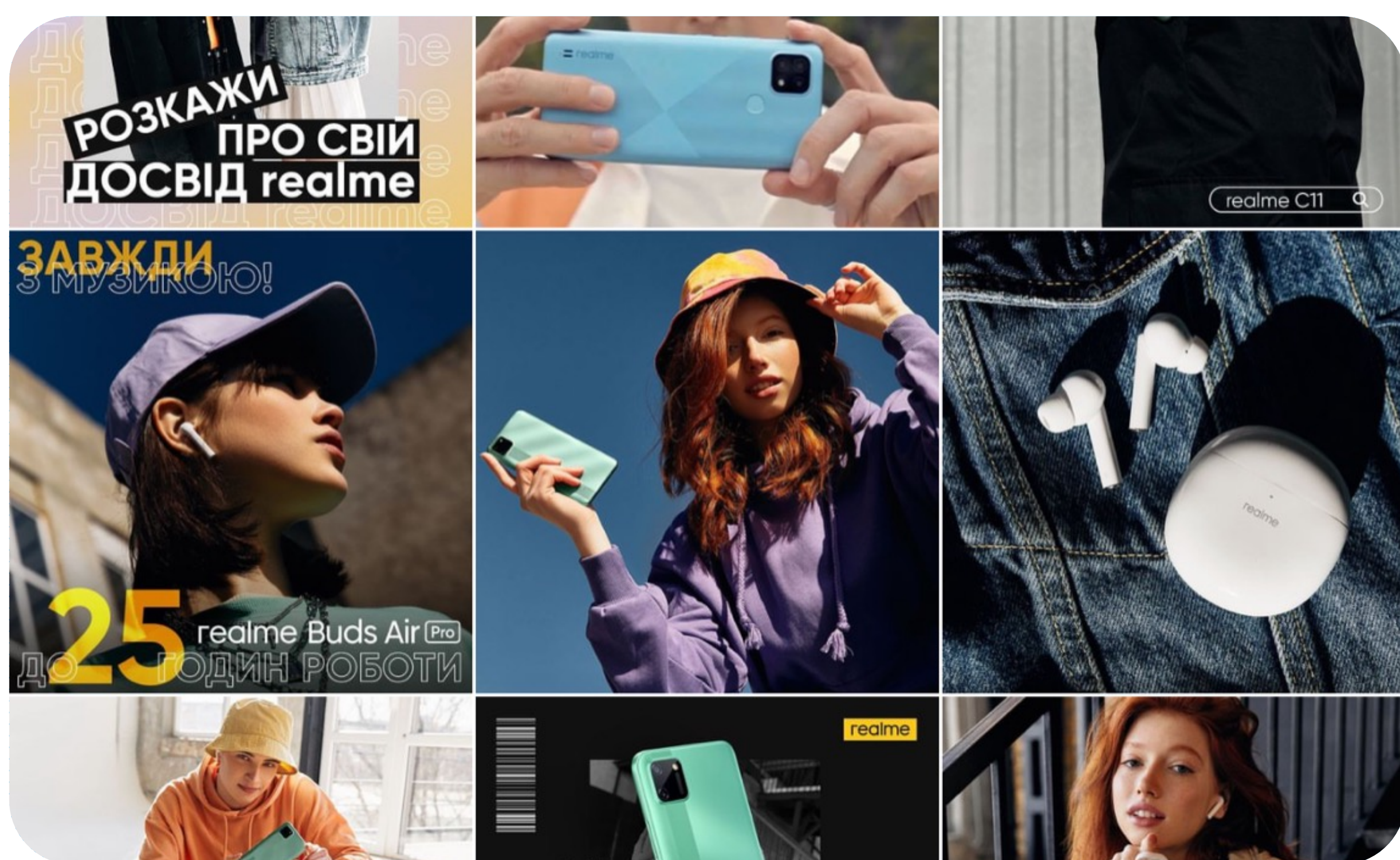
Kyiv, Peremohy av. 5V, apt. 40,  
01135, Ukraine



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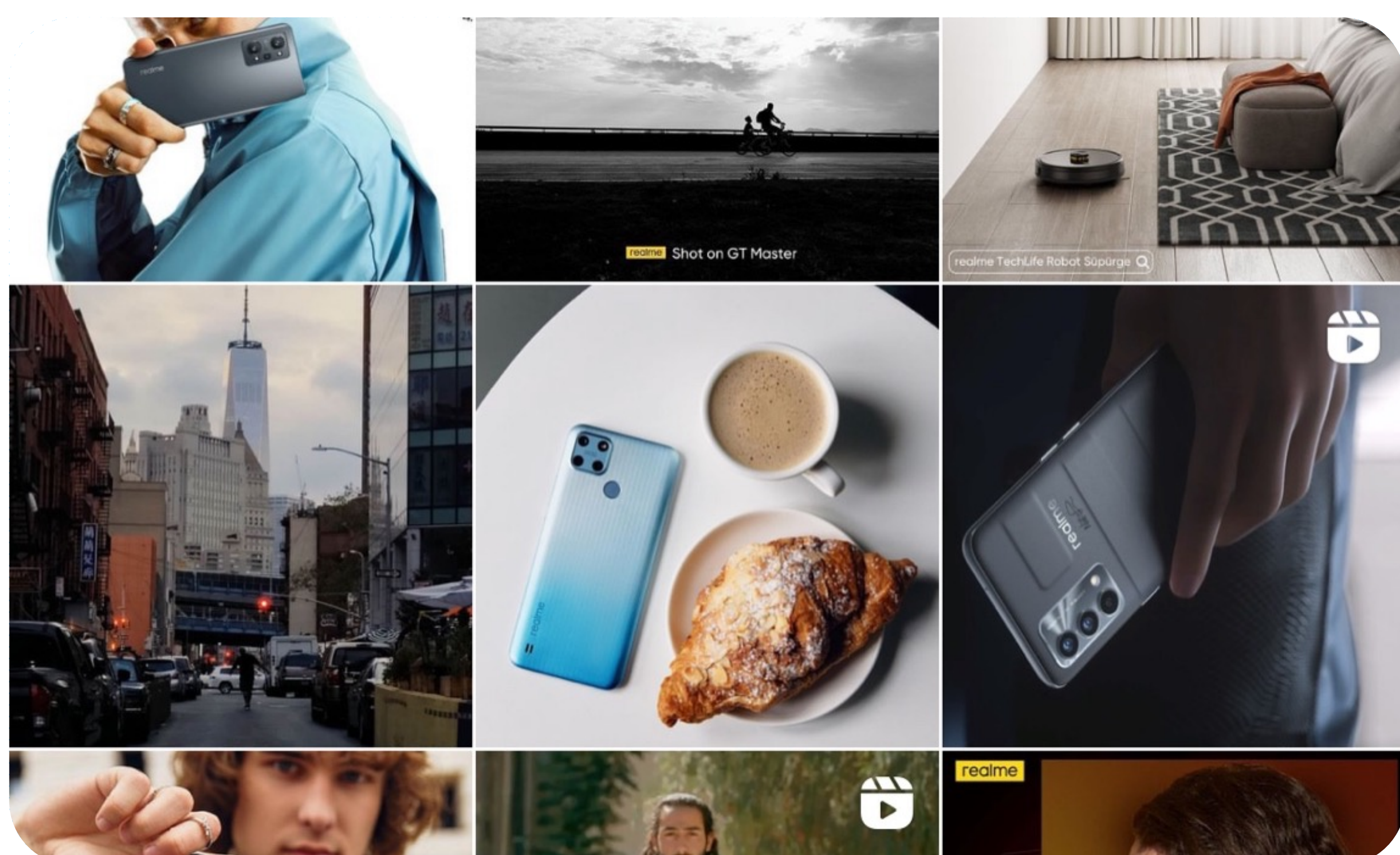


irena.kuschik@gmail.com



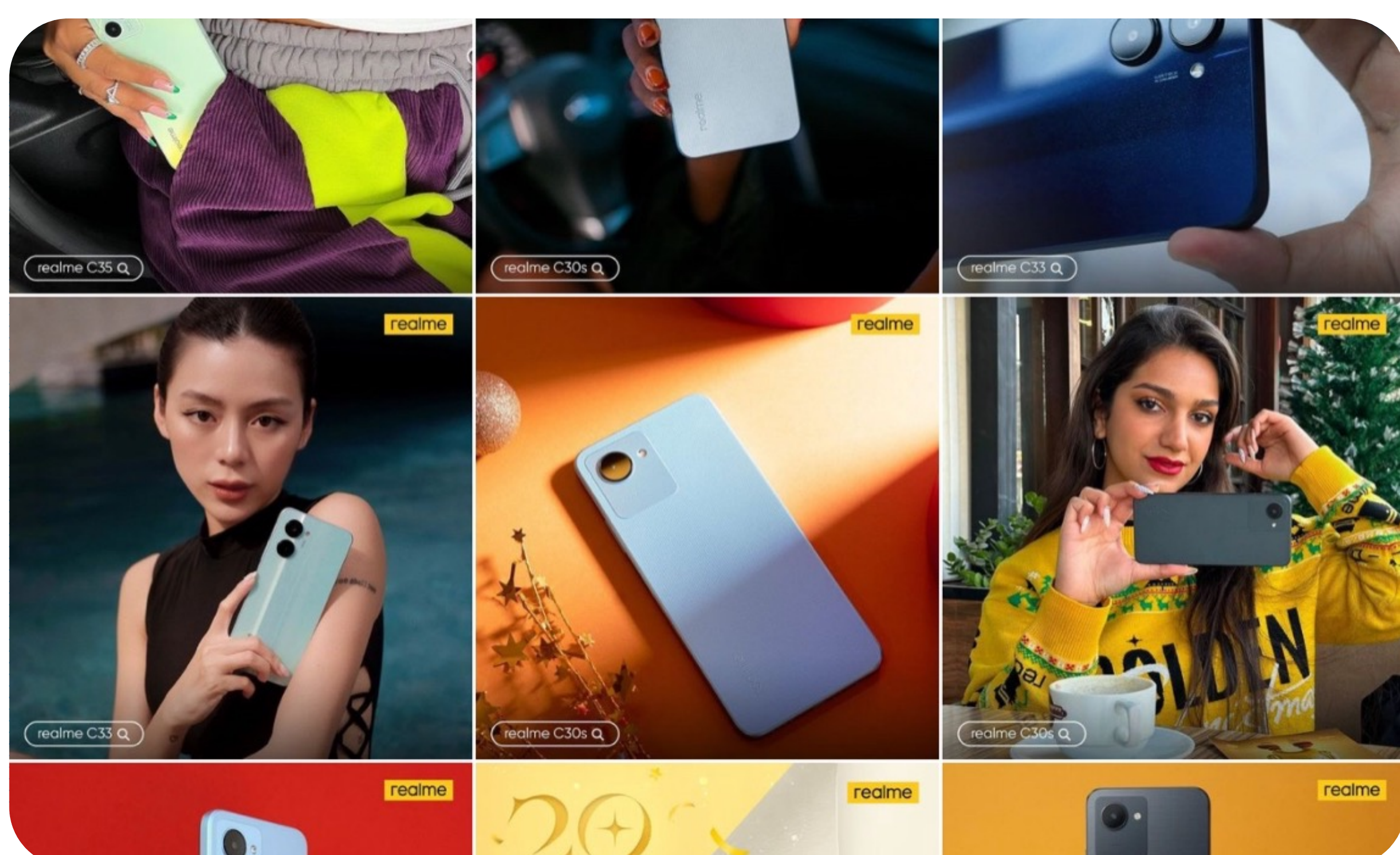
### REALME UKRAINE

Organized photo and video shoots to create a distinct unique visual style for realme Ukraine social networks. Created and worked with a trusted base of Ukrainian influencers and bloggers to create promotional campaigns with thousands of interactions. Grew the social media pages constantly and organically, reaching the 350K milestone of interested and engaged audience, exceeding expectations by 25%.



### REALME TURKIYE

Launched Instagram page from scratch. Developed a successful strategy to grow the page. Partnered with numerous bloggers and opinion leaders to upgrade digital marketing results. Started a cross-marketing with Turkish retailers. Supervised content creation for realme Turkiye's social media, including designs, photo and videos.



### REALME GEORGIA

Launched Instagram page from scratch. Developed a successful strategy to grow the page. Partnered with numerous bloggers and opinion leaders to upgrade digital marketing results. Started a cross-marketing with Georgian retailers. Supervised content creation for realme Georgia's social media, including designs, photo and videos.





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P O R T F O L I O



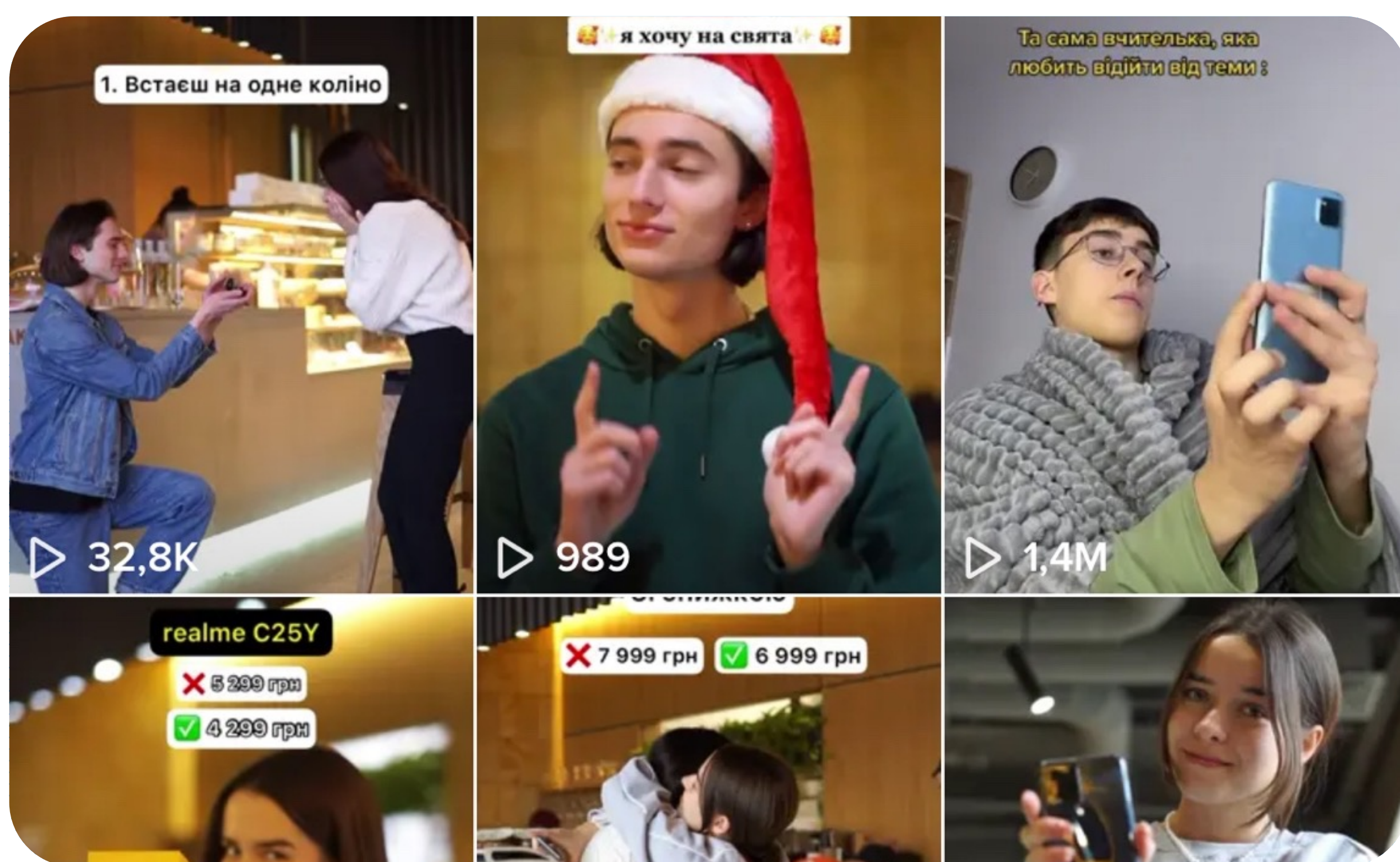
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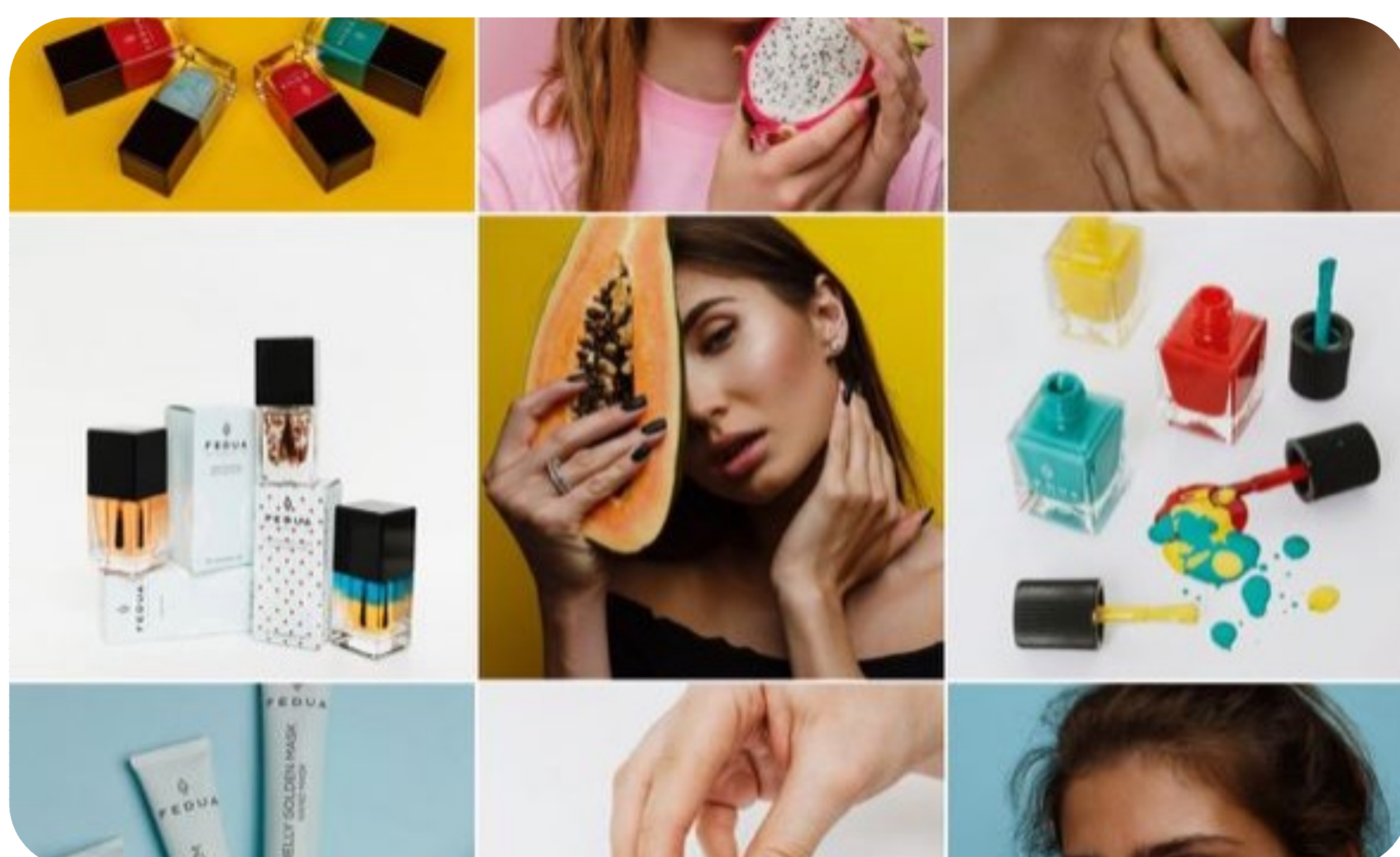


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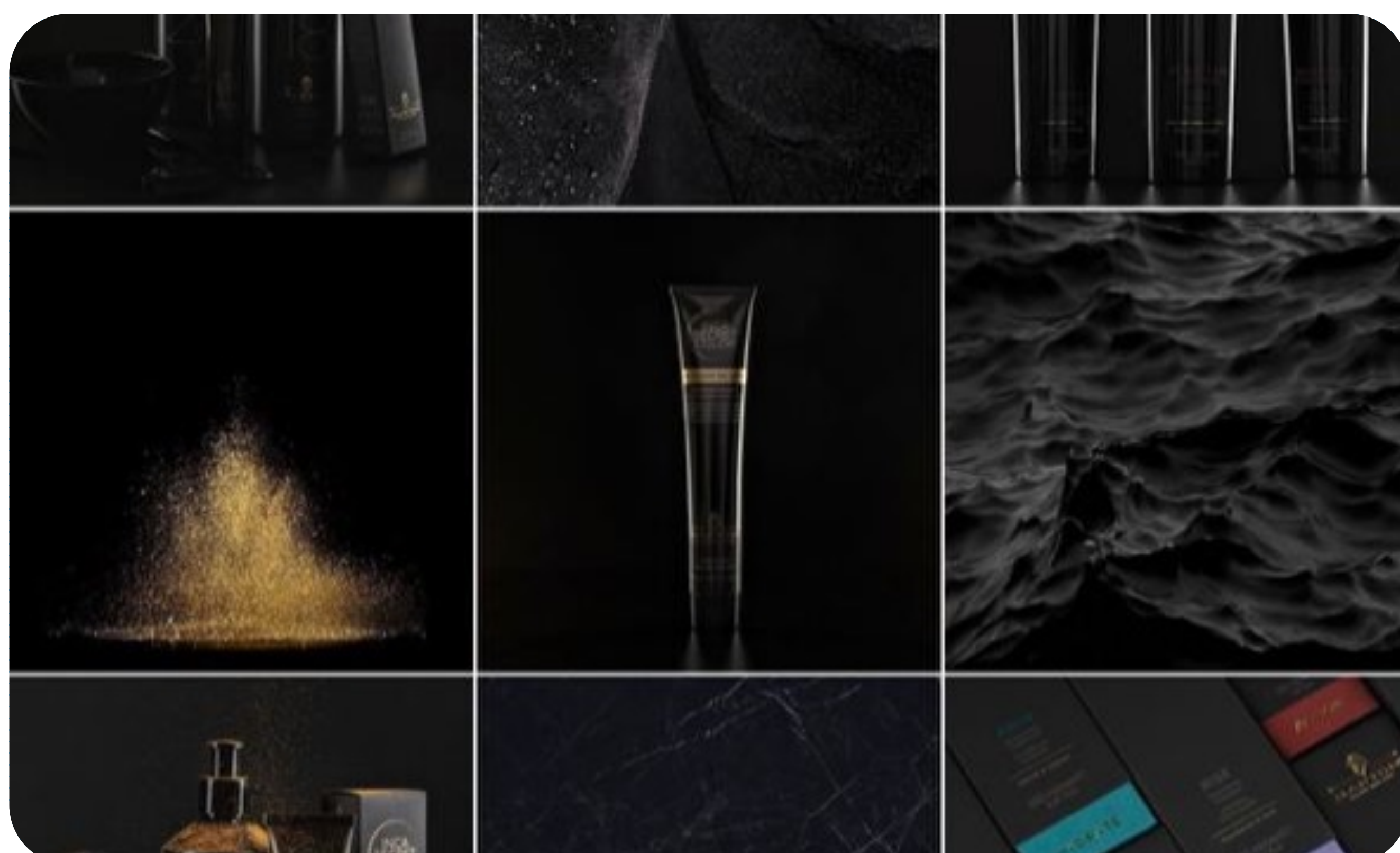
## REALME UKRAINE TIKTOK

Launched realme Ukraine TikTok page from scratch. Attracted over 15k subscribers in just 3 months organically. Top viewed videos exceed 1.4 million views. Partnered with TikTok Ukrainian bloggers to create promotional videos, which also exceeded 500k – 1 million views on their pages and on realme Ukraine.



## FEDUA UKRAINE

Developed a unique visual and communication strategy for the brand. Created and maintained stylish modern Instagram page with engaging texts. Managed organic growth of subscribers. Promoted Instagram page targeting niche audience – premium business beauty salons. Increased sales and engagement using attractive and dynamic content. Worked with influencers and leading fashion and beauty bloggers to promote brand.



## MARTOM UKRAINE

Developed a unique visual and communication strategy for the brand. Created and maintained stylish modern Instagram page with engaging texts. Managed organic growth of subscribers. Promoted Instagram page targeting niche audience – premium business beauty salons. Increased sales and engagement using attractive and dynamic content. Worked with influencers and leading fashion and beauty bloggers to promote brand.





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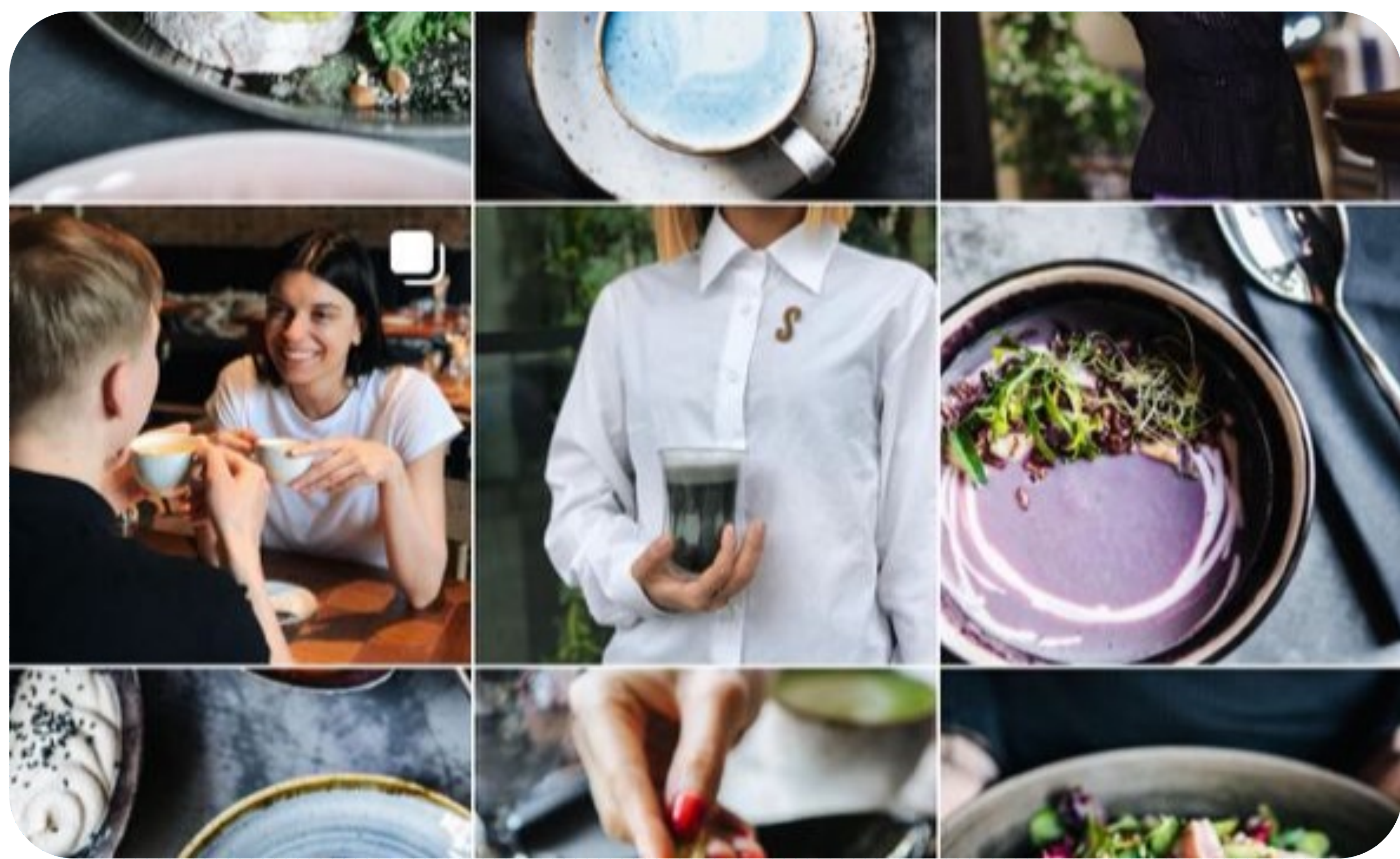
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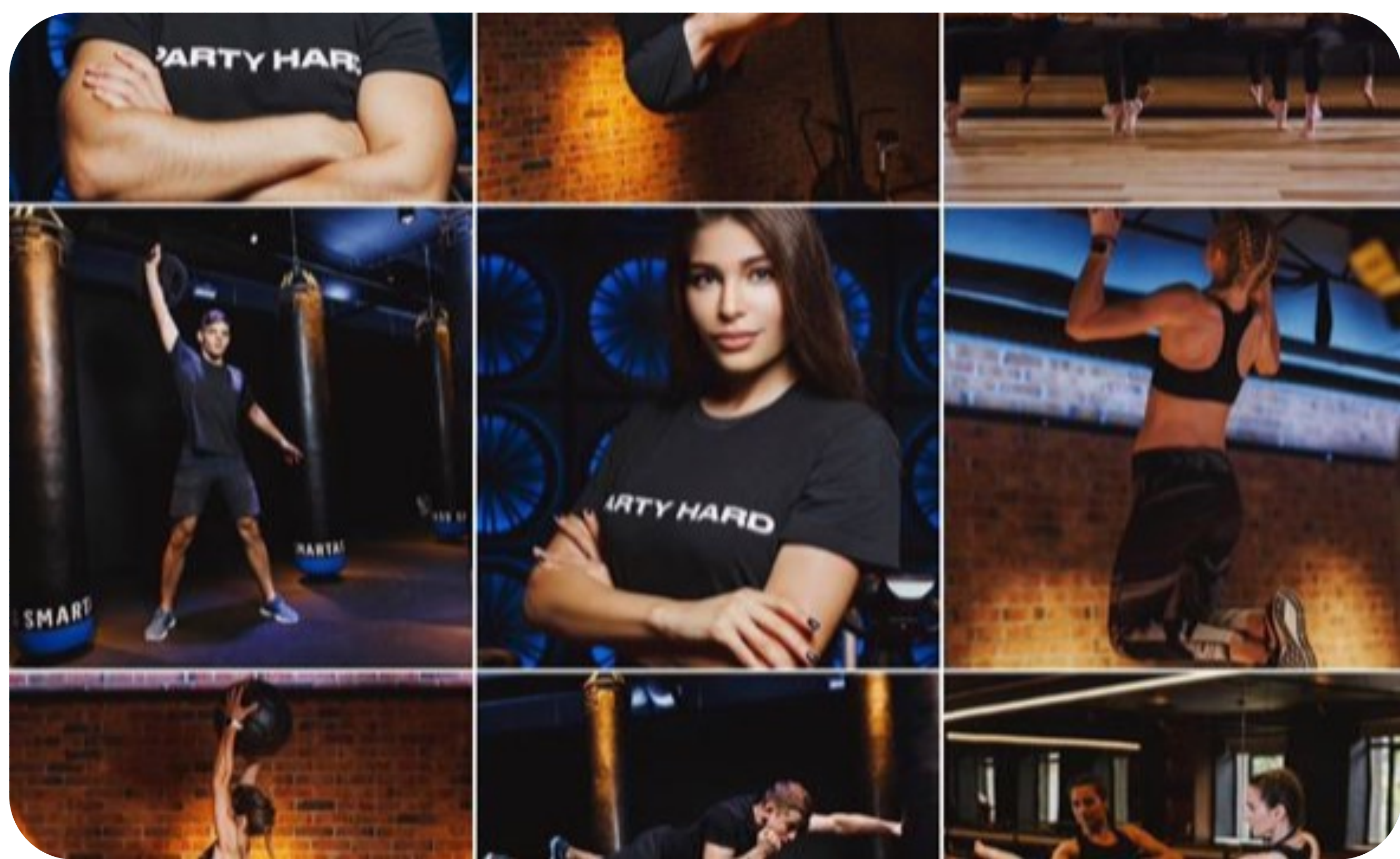


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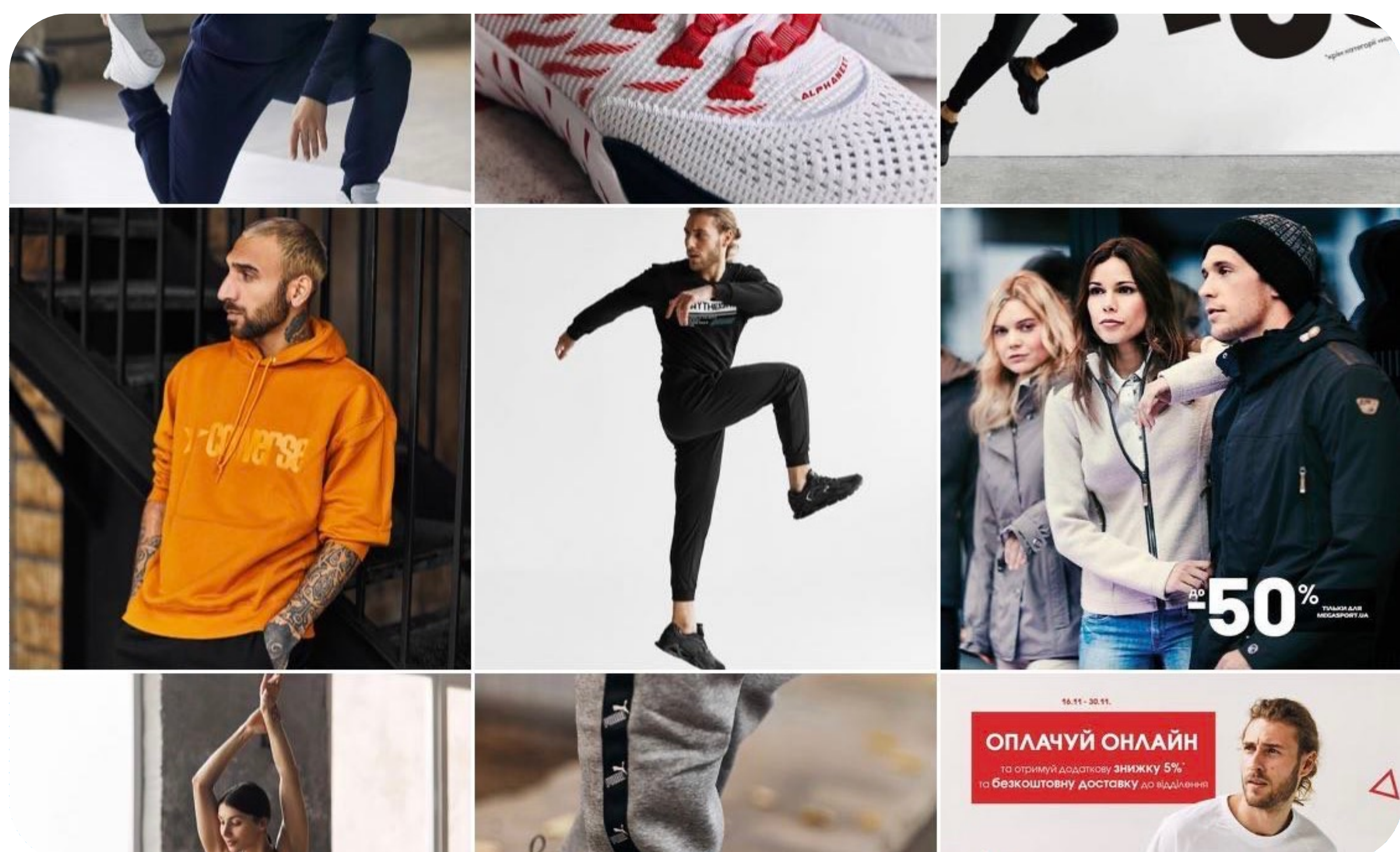
### SMARTASS KITCHEN&BAR UKRAINE

Developed communication and visual strategy. Wrote PR articles for The Village Ukraine, Main Cream, Post Eat, JetSetter, Elle. Created unique visual content, including viral videos. Created and developed Facebook and Instagram pages and visual style from scratch. Attracted >10.000 subscribers organically in less than 6 months. Increased website traffic and sales by 20% using stylish and quirky Instagram stories and events. Gradually increased subscribers' involvement with each month.



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### MEGASPORT UKRAINE

Developed communication and visual strategy. Oversaw content creation, including photo and video for social networks. Drove forward a paradigm shift in social media communication.