

Diana Elizabeth

DIGITAL MARKETER

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SUMMARY

Currently working as a Senior Video Advertising manager with 3 years of experience. I've been working with international brands in such industries: e-commerce, FMCG, auto, bank service, fashion. I feel that I would be a good Digital Marketer in international company and be responsible for omnichannel strategy.



EXPERIENCE

Video Advertising specialist E-promo Dec 2016 - Present

Main responsibilities:

- developing strategies;
- mediaplanning;
- running campaigns in Google Ads, Yandex;
- optimising campaigns;
- analysing results;
- achieving KPIs;
- client servicing;
- making presentations (ppt);
- working with international brands.



EDUCATION

Management

Higher School of Economics Jul 2010 - Jul 2014

Bachelor's degree

Marketing

Higher School of Economics Jul 2014 - Jul 2016

Master's degree

Modules studied: marketing strategies, consumer behaviour, marketing research



PERSONAL SKILLS

creative thinking ■■■■ ■
dynamic ■■■■ ■
willingness to learn ■■■■ ■■



SKILLS

Excel ■■■■ ■
Microsoft PowerPoint ■■■■ ■
Word ■■■■ ■
communication ■■■■ ■■
self-management ■■■■ ■■
organizational skills ■■■■ ■■
stream management ■■■■ ■



LANGUAGES

Russian ■■■■ ■■
English ■■■■ ■
Italian ■ ■ ■ ■ ■



HOBBIES

Drumming, traveling, making a photo, learning languages

flexibility



attention to detail

