

# Alina Ipatova



- Social media manager
- Content creator
- Social media designer

I consider social media marketing not just as a necessity for a business nowadays, but as a solution for specific business problems through social networks. The main thing is to correctly define goals and establish communication.

## Experience

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### SMM manager

Freelancer  
January 2020 -

Analysis of clients' social network accounts, analysis of their competitors and target audience. Creating an SMM strategy, developing a content plan, developing a visual concept for Instagram pages, creating content, commercial photo and video shooting, filling pages with content, as well as tracking statistics and communication with the audience, working with bloggers.

Collaboration with designers and targetologists for more efficient promotion.

### SMM manager

Digital agency "UAA Team"  
March 2019 - December  
2019

Analysis of social networks accounts, client's competitors, and target audience. Creation of a content plan, content assets, design for Instagram pages, and accounts management, as well as tracking statistics and communication with the audience.

## Education

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### National Technical University "Kharkiv Polytechnical Institute"

September 2015 -  
December 2021

Master's degree in Management of Organization and Administration

### University of Miskolc

January 2018 -  
June 2018

Semester of studying at University of Miskolc (Hungary) as a student of exchange program

## Skills and specialization

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- Creation of SMM strategies
- Content creation
- Copywriting
- Social Media Design
- Graphic Design Skills
- Facebook Ads
- Teamwork skills
- Follow social media trends
- Tracking and analyzing of social media statistic to improve results
- Regular reporting

## Contacts

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