



✉ valeria.rubets@gmail.com  
🏠 Prague, Czech Republic  
📅 27 years old  
🇺🇦 Ukrainian  
📞 608036763

## Languages

### Ukrainian

Native

### English

Upper-intermediate

### Russian

Native

### Czech

Beginner

## Valeria Rubets

# Marketing Manager

## About me

I've been specializing in digital media marketing since 2016. I have led full-cycle projects on LinkedIn, Facebook, Instagram, and YouTube. For six years in marketing my portfolio includes projects in FMCG, jewelry, IT, Recruitment, iGaming, Betting, and the hospitality industry. I am from Ukraine, but I live and work in Prague. I prefer working remotely, but I also feel comfortable in an office. Ready to relocate to other countries.

My main specialty is that I always find solutions to problems and answers to questions even without having any experience in it.

## Education

- **Masters degree in Marketing**  
From September 2012 to May 2018 [Kyiv National Economic University](#) Kyiv
- **Full Marketing course**  
September 2016 [WebPromoExperts](#) Kyiv
- **Google Online Digital Workshop and Facebook Blueprint**  
January 2020 [Google and Facebook](#) Online
- **Mini MBA course**  
January 2021 [Management & Marketing universal business school](#) Online

## Work experience

- **Brand Marketing Manager**  
Since June 2021 [Talentgrator](#) Prague  
Complete management of the company's online and offline marketing. Business development management. Building business relationships with partners in the Ukrainian market, as well as introducing the company to the European market. PR and communications. Comprehensive project management in social networks LinkedIn, Telegram, Facebook, YouTube, and Instagram (English, Rus). Create marketing materials (website, presentations, videos, articles)
- **Digital Marketing Manager**  
Since 2021 [SOLO for diamonds](#) Kyiv  
Create an SMM strategy and start the project from scratch. Comprehensive project management in social networks Facebook, Instagram (English). Launch and optimize advertising campaigns for the audience, as well as working with opinion leaders around the world. PR and communications.
- **SMM-Manager**  
From January 2021 to June 2021 [Beter](#) Kyiv  
Comprehensive main project management in social networks Facebook, Instagram, LinkedIn, and Twitter (English, Rus). Launch and optimize advertising campaigns for the audience, as well as work with opinion leaders around the world. Monthly analytics and reporting on SMM activity.
- **Digital Marketing Manager**  
From 2020 to 2021 [Meylor Global](#) London (outsource)  
Create an SMM strategy and start the project from scratch. Comprehensive project management in social networks Facebook, and Instagram (English). Launch and optimize advertising campaigns for the audience, as well as work with opinion leaders around the world. Monthly analytics and reporting on SMM activity.
- **Head of SMM**  
From 2019 to 2020 [Yummy BTL](#) Kyiv  
Team management and quality control of SMM department. Comprehensive project management for BVLGARI Ukraine, Oberig Jewelry, etc. Accounting with clients and preparation of commercial offers for potential clients. Development of SMM strategies for large and small businesses. Preparation, implementation, and optimization of advertising campaigns as well as copywriting for A category projects in social networks.
- **Head of SMM**  
From 2017 to 2019 [Kiwi Agency](#) Kyiv  
Team management of 5-8 people. Regular communication with customers, partners, and contractors. Preparation of commercial offers for potential clients. Development and protection of SMM strategies, and tender offers for large and small brands. Quality control of teamwork: SMM managers, copywriters, designers, accountants. Provide training inside the company, and hold lectures and masterclasses for employees, interns, and trainees. Preparation and implementation of advertising campaigns in social networks. Writing content for commercial pages, as well as content for the page and website of the agency.

## Skills

Development of successful marketing strategies and launch new products to the market

Experience in integrated project management (Ukr, Rus, English) on a long-term basis

Copywriting, visual design and targeting

Work with analytics and reporting

Skills in communications, organization and team management

## Computer and digital skills

MC Office, Jira, Figma, Redmine, WordPress, MailChip

Google Analytics, SendPulse, Google Ads, Facebook Ads, LinkedIn Ads, SmartMetrics, Looqme

## Voluntary experience

### ● Volunteer

Since 2022 [Czech Red Cross](#) Prague

Volunteer in helping Ukrainian refugees

### ● Coordinator

Since 2022 [Self-employed](#) Prague

Coordination for Ukrainian refugees around Europe

### ● SMM and Event management

2019 [Запорукa](#) Kyiv Oblast

Organising an event and fundraising for a special complex for children with cancer.

### ● SMM consultant

2018 [Inspiration Family](#) Kyiv

Free SMM consultation and PR communications to support the cancer project.

## Interests

### My hobby

I'm passionate about traveling, investments, crypto, and NFT projects. I enjoy outdoor activities and regularly self-study and I am writing this because I am looking for a team with similar values, not to impress you:)

## Social networks

**f** @valeria.rubets

**in** @valeria-rubets

**@** @lera\_eklera