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**HELLO THERE! LET'S GET  
ACQUAINTED.**

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# OLENA BOHOVYK



**SMM-strategist, creator, lecturer, co-owner SMM-bureau shche\_**

Lecturer at the Kyiv Academy of Media Arts in Digital and curator of distance learning Social Media Marketing course. Permanent speaker at Startup Ukraine and speaker at SMM-Rocks.

## **Brands I have worked with and am working with**

Peugeot, DS, Opel, Citroen, Becherovka, Grace Tea, DIM, Hotline, McDonald's, Sandora, Sloviachka, Lenovo, Sony, Avon, KABANOSY, AXE, Rexona, Carlsberg Group, Limo, Osnovy Publishing, Royal Canin, etc...

## **Strengths**

SMM strategy, special projects, content production, visual style, and SMM toolkit for brands

silver/bronze / shortlists: WOW Done Awards Lenovo | Inspired by People

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# CLIENTS = PARTNERS

*Sandora*

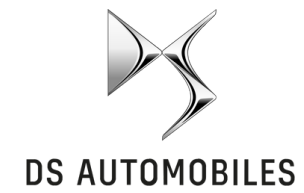
**JAC**  
MOTORS



НОВИЙ АВТОГРАФ  
ЖИТЛОВИЙ КОМПЛЕКС

СЛОВ'ЯНОЧКА

STELLANTIS



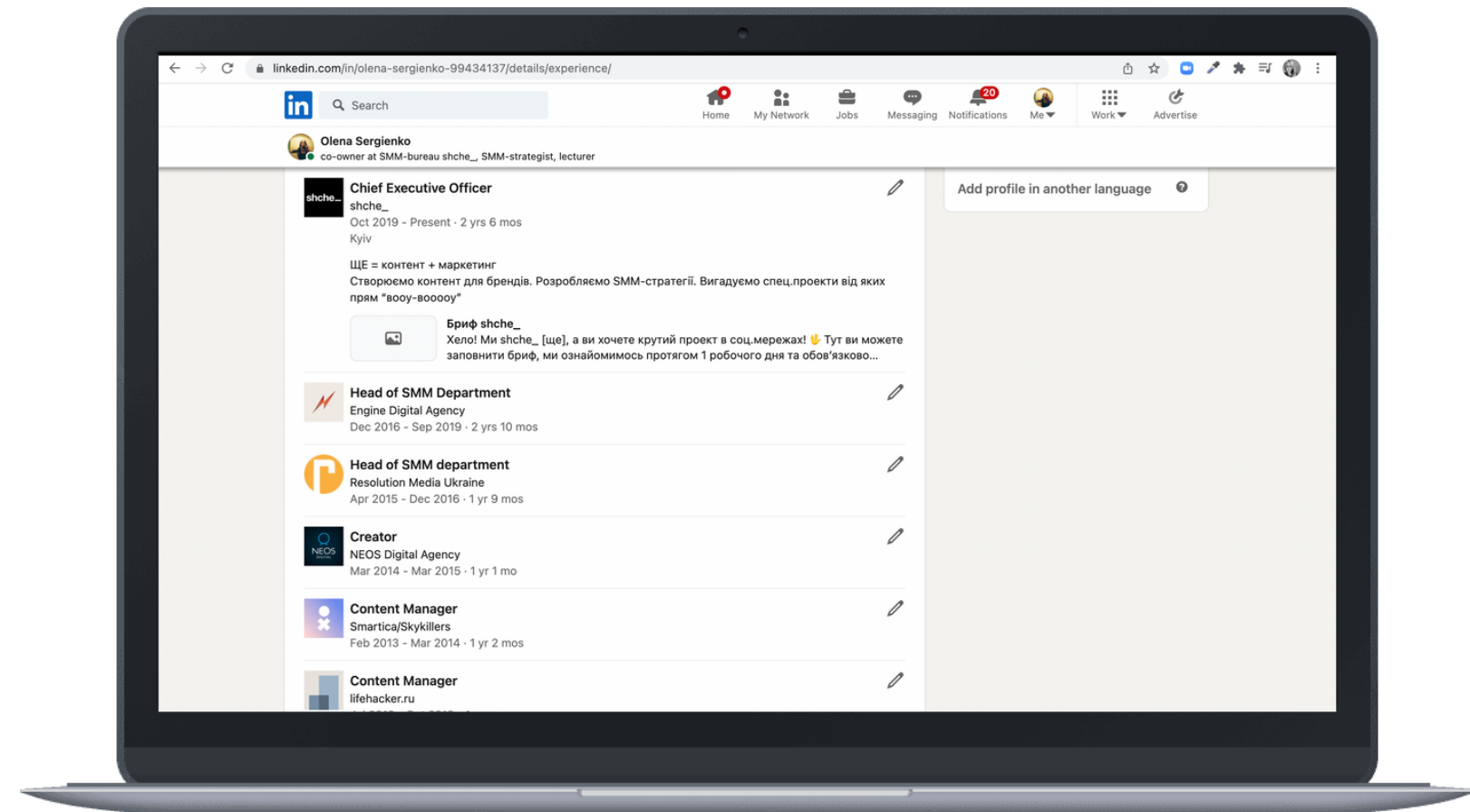
 BECHEROVKA®



  
Pernod Ricard

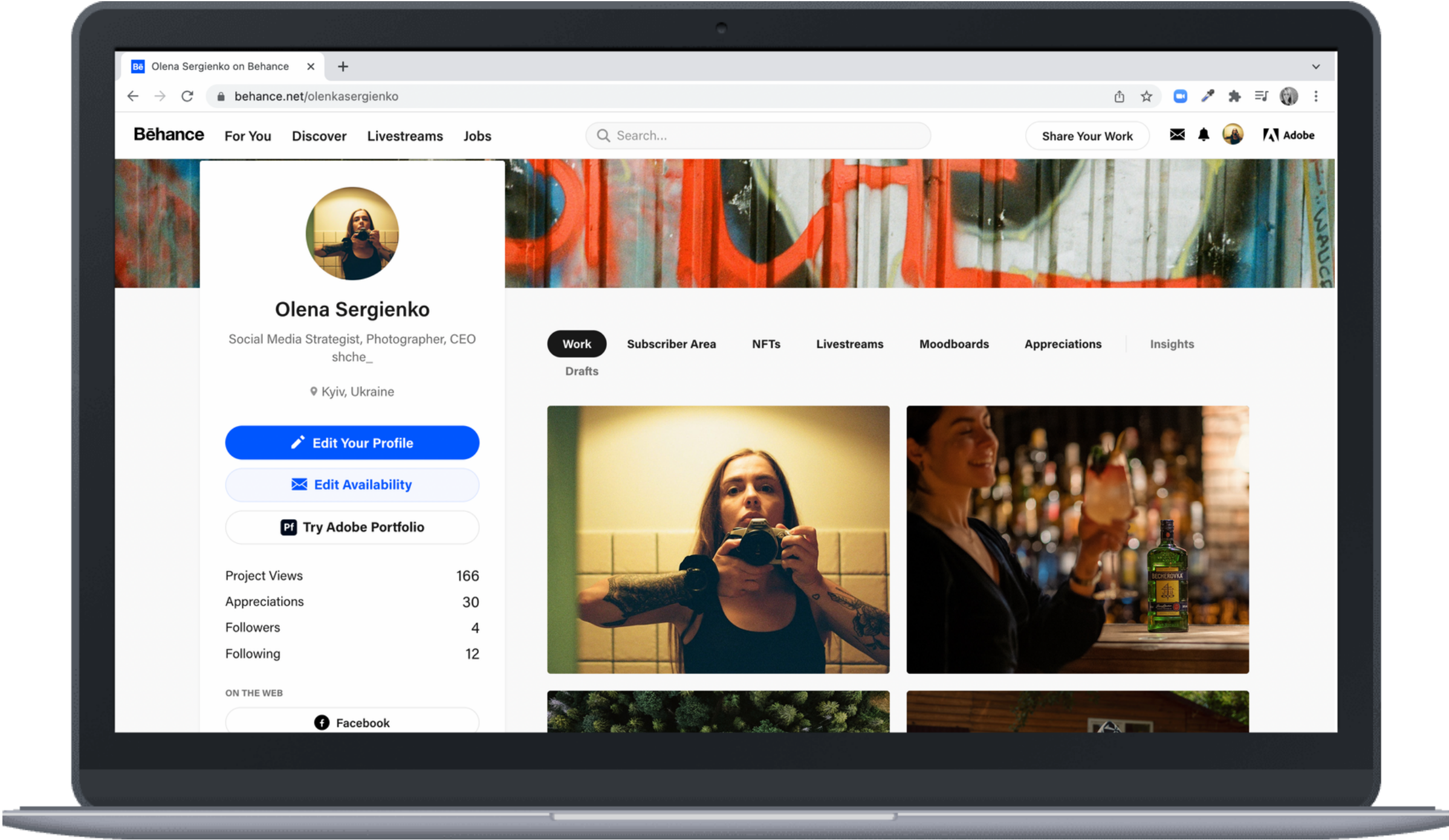
# STRENGHTS:

- Ten years in Social Media Marketing & Digital
- Expert in creating Social Media Marketing strategies;
- 3+ years as CEO & co-owner Social Media Bureau shche
- Create special projects, collaborations with influencers, activations, PPC
- ...and of course, the visual content
- I teach SMM and cooperate with the Kyiv Academy of Media Arts.



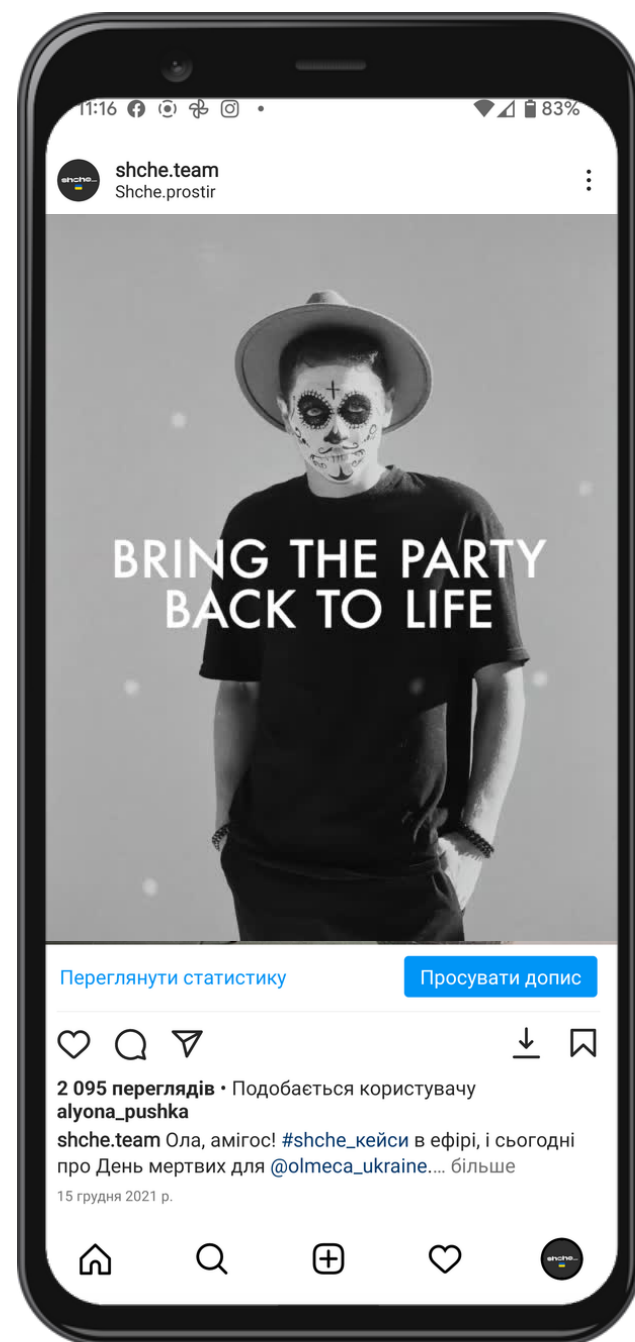


portfolio on behance



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# RECENT PROJECTS



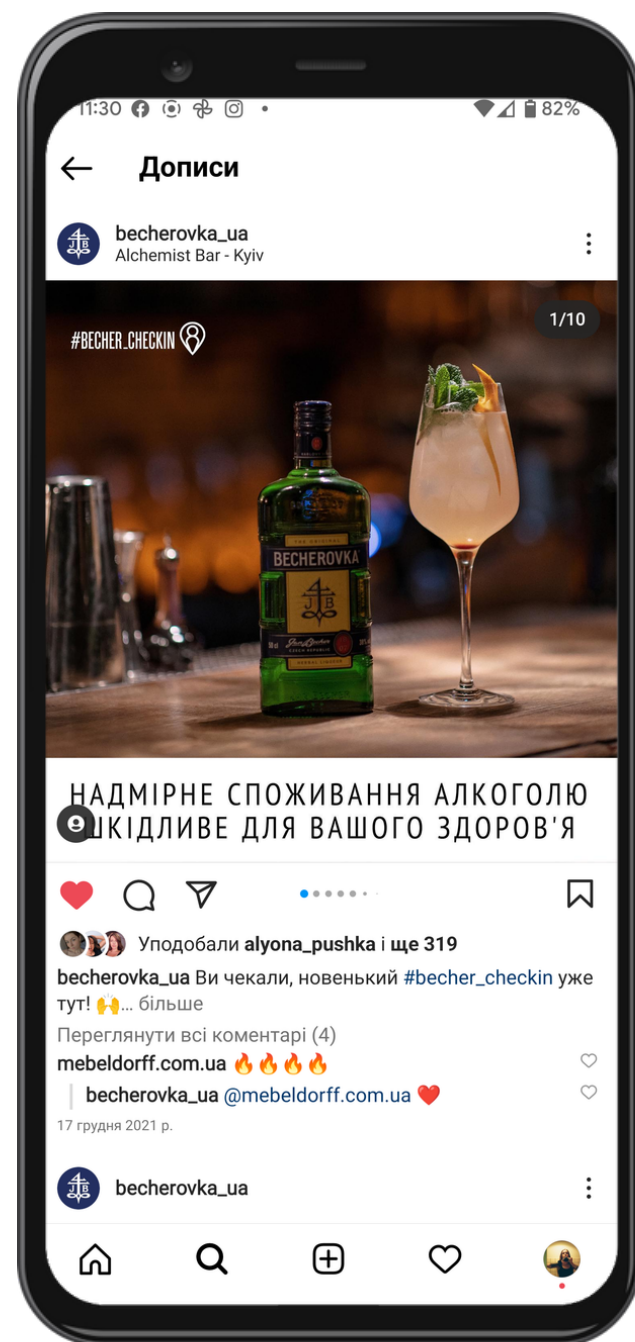
# OLMECA DOTD CAMPAIGN

## Tasks

- find brand ambassadors for Olmeca and celebrate the day of the dead;
- create and promptly distribute a branded preparty-box;
- compete with Halloween (because the holidays take place almost simultaneously).

## Solution

- 20 selected ambassadors – nano influencers with whom the brand will continue to work;
- 1.5M users covered by brand content with the main message Bring The Party Back to Life;
- > 53 UGC mentions two days of celebration;
- photoshoot in the entourage of Día de Muertos, which broke our hearts.



# BECHER CHECK-IN

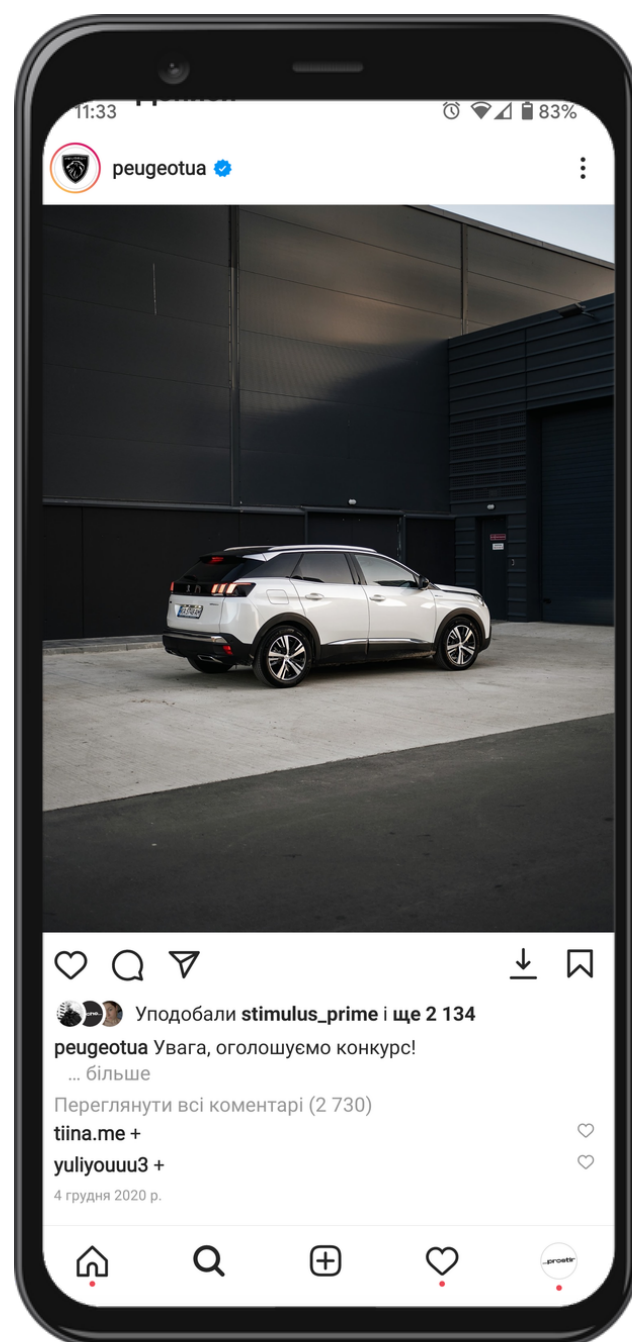
## Idea:

Create a brand guide to bars in the city of Kiev, where you can taste cocktails based on Becherovka and position the brand as an undisputed expert on low-energy parties.

## Result:

- Cooperation agreements with the most famous bars in Kyiv;
- Craft content series using brand identity and product;
- Cross-posting on social networks with brand and bar tags;
- Author's cocktails based on Becherovka are used in the posts;
- The project is still ongoing, so more results in the future.





# PEUGEOT

## SMM-strategy

development of SMM-brand strategy in the context of rebranding; adaptation of national promo activities

## Special projects

integration with influencers, development of Out-of-SMM projects

## Content

development of visual style for Instagram & Facebook, creation of content directions, adaptation of tone of voice, shooting of craft content

## Targeting

Launching, conducting advertising campaigns, optimizing and monitoring effectiveness, reporting.

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Insta test drive for Peugeot 2008



## Idea

How to present a test drive of a new car when the whole world is on lockdown? Creating a 2008 Peugeot test drive within the Instagram interface. How? By developing a multi-level Instagram quest based on the decision tree.

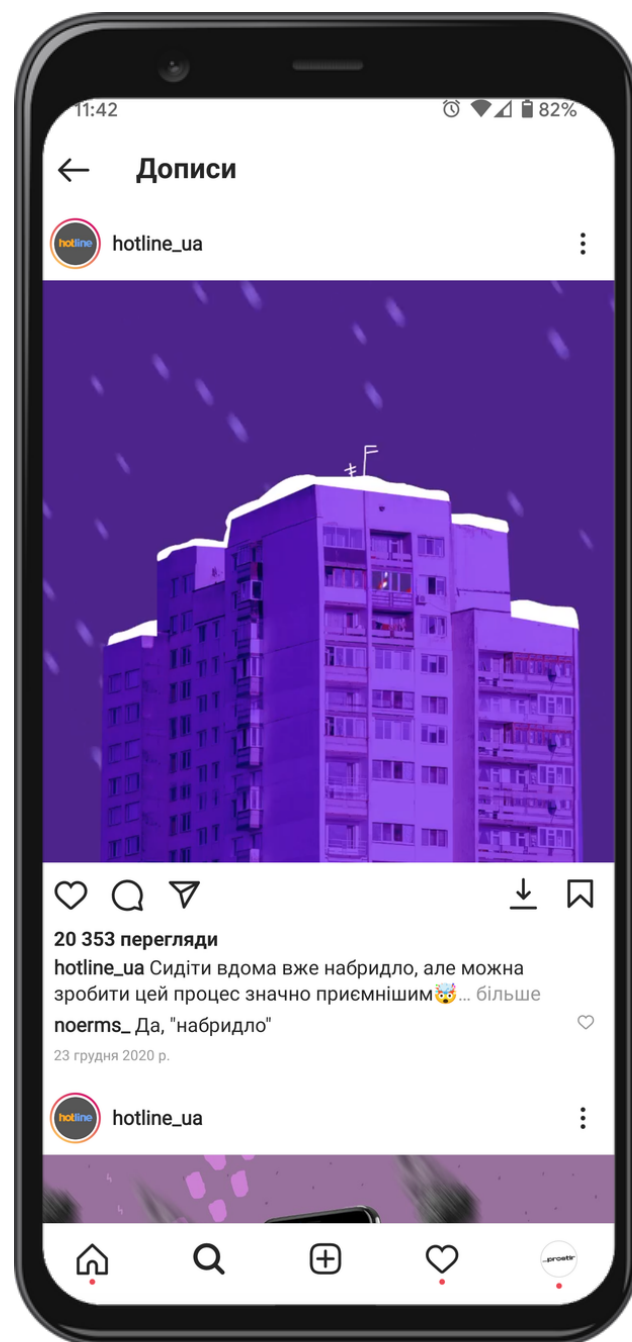
## Heroes

CountrySider – conqueror of fields, forests, suburban areas;  
UrbanHero – the king of city traffic and parking in the LCD;

In essence, this is one model, but due to different conditions at the levels of the quest, we reveal the numerous UTP 2008

## Numbers

>250 participants



# HOTLINE

## SMM Analysis

analytics, performance monitoring

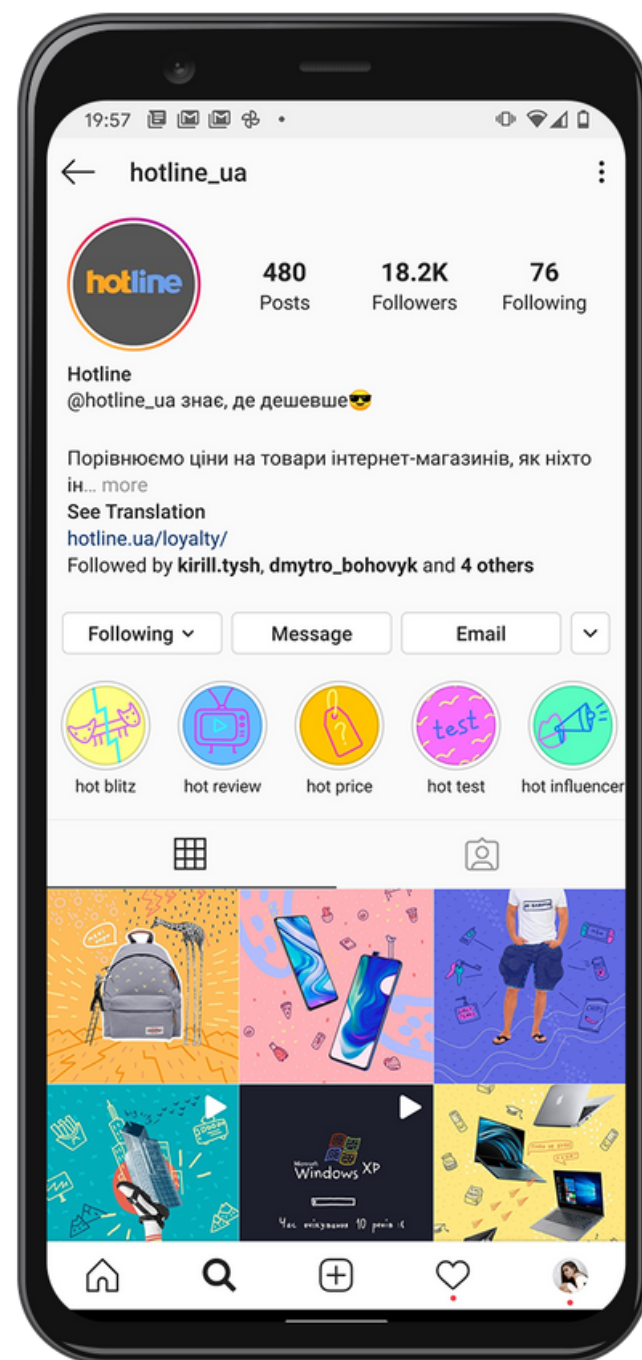
## Content

creation of content directions, an adaptation of tone of voice, copywriting, posting, community management

## Targeting

Launching, conducting advertising campaigns, optimizing and monitoring effectiveness, reporting.





# HOTLINE

## Paid Reach

monthly >520K

## Avg per Post Engagements

>1 200

## Fanbase growth

monthly >1 900

## Activity Rate

16%





# SLOVIANOCHKA

## SMM-strategy

development of SMM-brand strategy in the context of rebranding; adaptation of national promo activities

## Special projects

AR-mask, collaboration with KAZKA, integration with influencers during first lockdown (early 2020)

## Content

development of visual style for Instagram & Facebook, creation of content directions, adaptation of tone of voice, shooting of craft content

## Targeting

Launching, conducting advertising campaigns, optimizing and monitoring effectiveness, reporting.



# SLOVIANOCHKA

## Paid Reach

monthly >1.2M

## Fanbase growth

monthly >1 400

## Avg per Post Engagements

>2 800

## Activity Rate

11%

#slovianochkaonbreakfast

## Influencer campaign

At the beginning of the first lockdown, we cooperated with a dozen influencers to convey a key message: cooking at home is not boring, but also delicious. And #slovianochkaonbreakfast is generally a perfect match

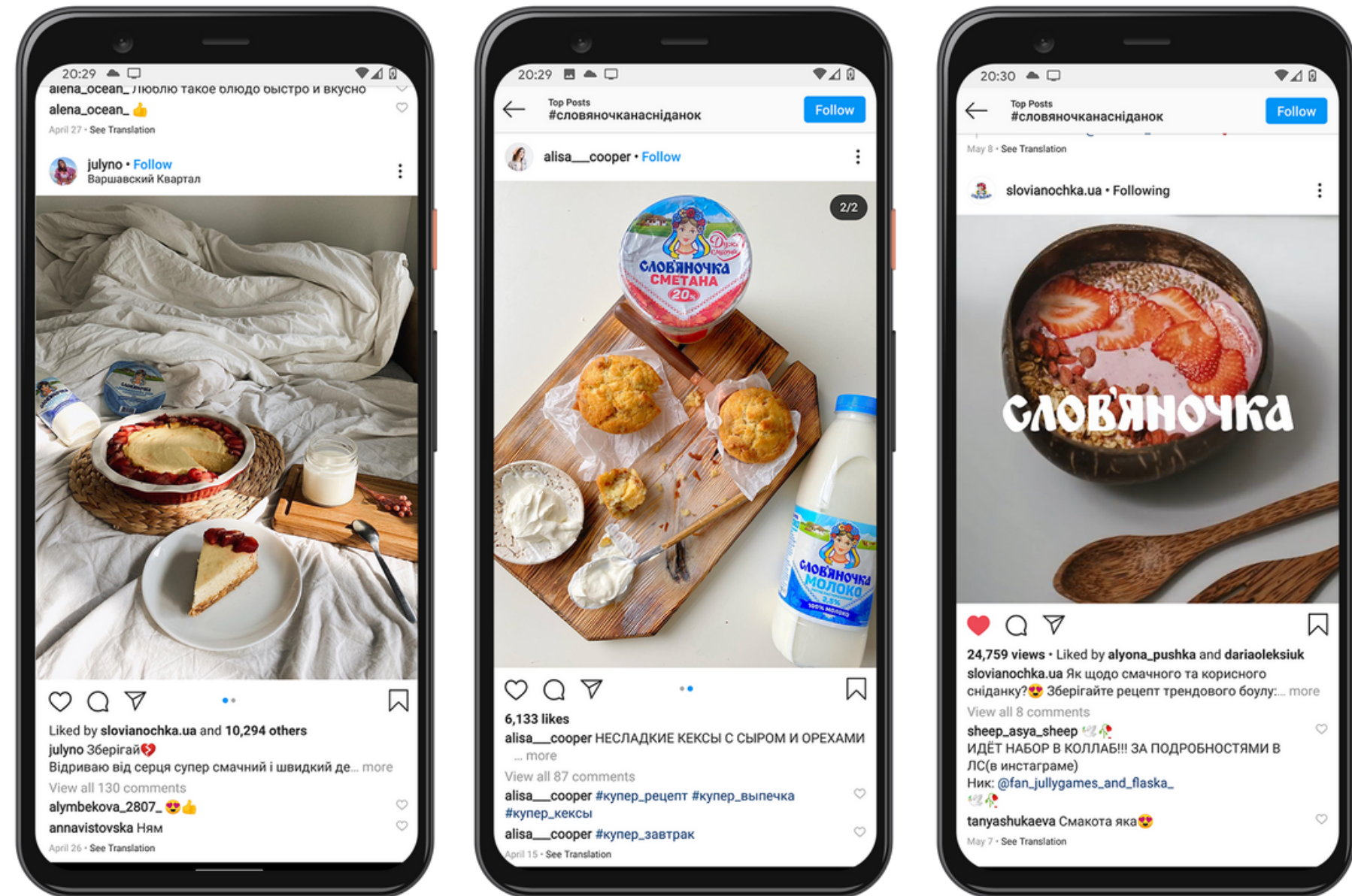
## Stats

Post Total Reach: >395K

Stories Total Reach: >84K

## Feedback

430 brand mentions with brand hashtag in user stories with recipes using the product





#v1n040k



## AR mask on Instagram

In July 2020, the brand launched a large-scale restart and update of product packaging. The TV campaign came out with a new face of the brand - the soloist of the band KAZKA. We decided to transfer the image of Sasha in an AR mask and invited everyone to sing her hit (jingle from a TV commercial) in lip-sync format.

## KAZKA

Craft content featuring a new face of the brand, along with videos announcing the contest

## Numbers

> 8,000 uses of the mask in 3 weeks of the campaign



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#v1n040k

In the three weeks of the campaign, we got the following results



**>4M**

Total Reach



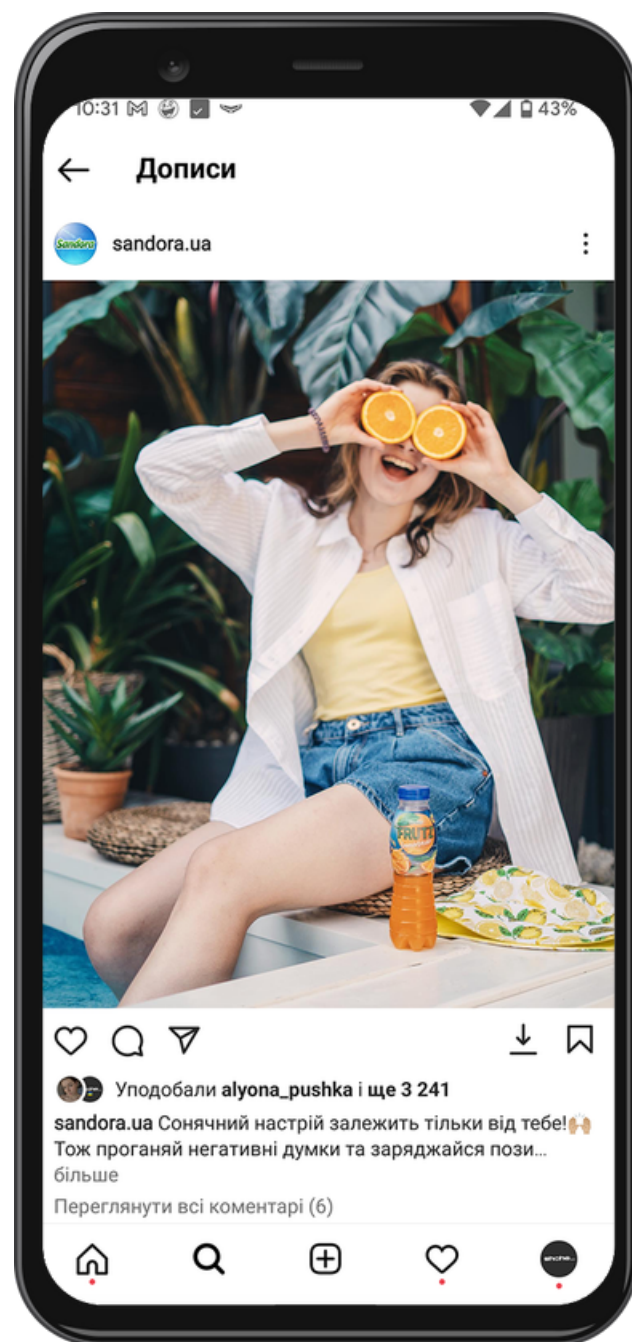
**>25K**

Number of mask openings on  
Instagram



**>8K**

UGC with mask



# SANDORA

## SMM-strategy

development of SMM-brand strategy in the context of rebranding; adaptation of national promo activities

## Special projects

integration with influencers during the upgrade of the brand's communication platform

## Content

development of visual style for Instagram & Facebook, creation of content directions, adaptation of tone of voice, shooting of craft content

## Targeting

Launching, conducting advertising campaigns, optimizing and monitoring effectiveness, reporting.



# SANDORA

## Paid Reach

monthly >4.3M

## Avg per Post Engagements

>3 500

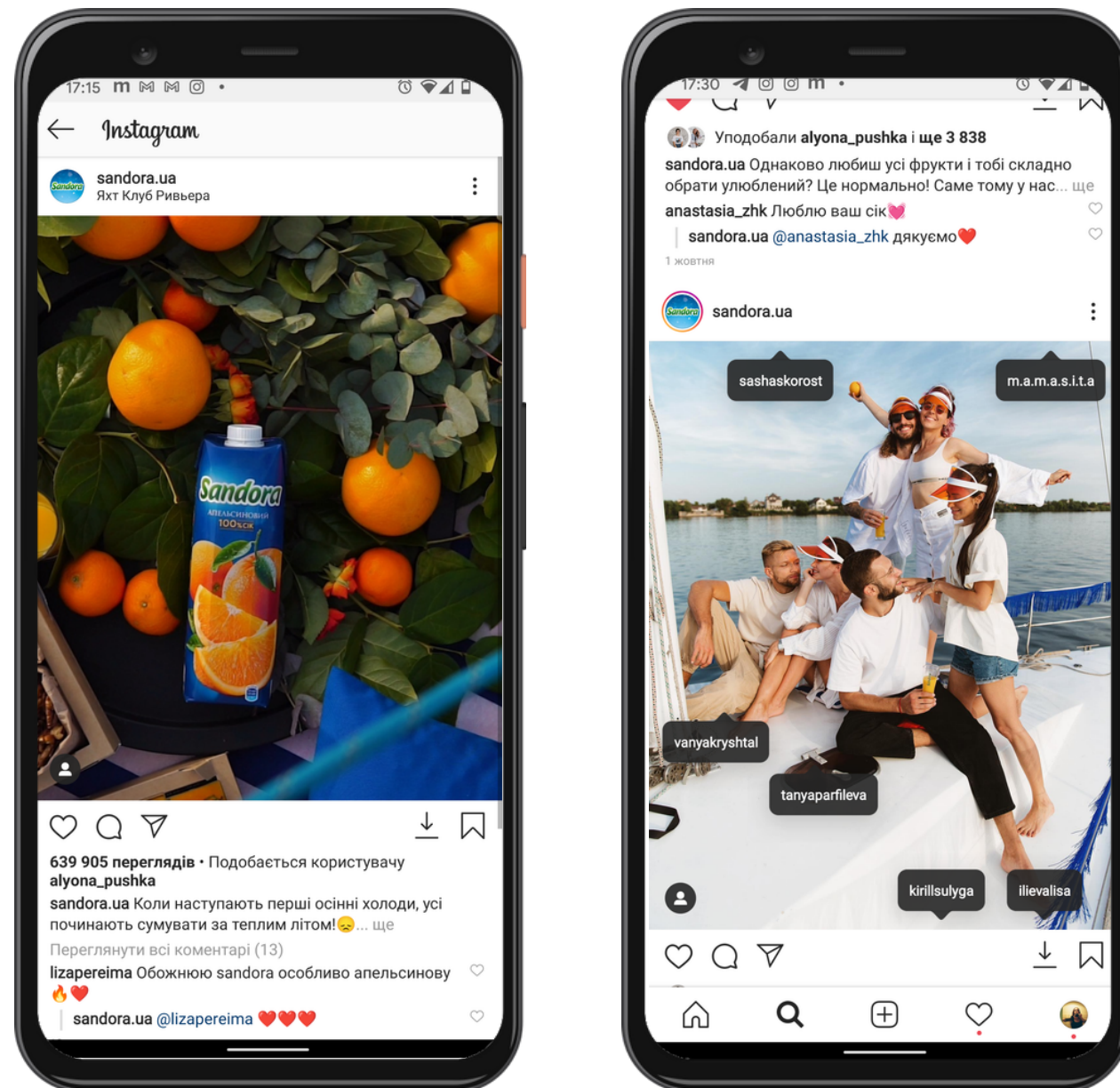
## Fanbase growth

monthly >1 100

## Activity Rate

15%

## #SandoraBloggers quest



## Idea

Sandora is more than just juice because it helps us create the best moments! So why don't we create them in the cool company of our Sandor friends?

## Quest

We organized a mini-quest, the finale of which was a meeting of friends-bloggers on the yacht, where they had an incredible #sandoramoments with the brand!

## Contest

Influencers in their profiles started #chargedbythesun giveaway – each blogger played a starter pack to create their own Sandora moments!



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#SandoraBloggers quest

During the campaign, we gain the following results:



**2 434 788**

Total Reach



**129 079**

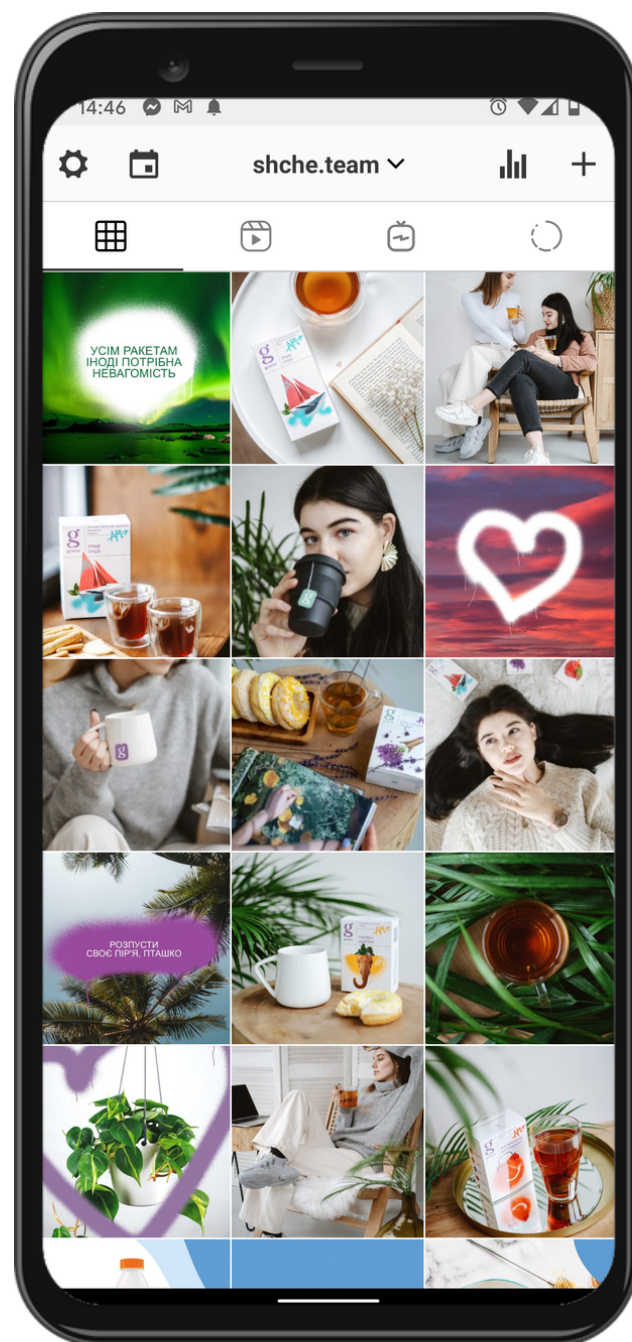
Number of interactions



**7,19%**

Activity Rate

**2022**



# GRACE TEA

## SMM-strategy

development of SMM-brand strategy in the context of rebranding; adaptation of national promo activities

## Special project

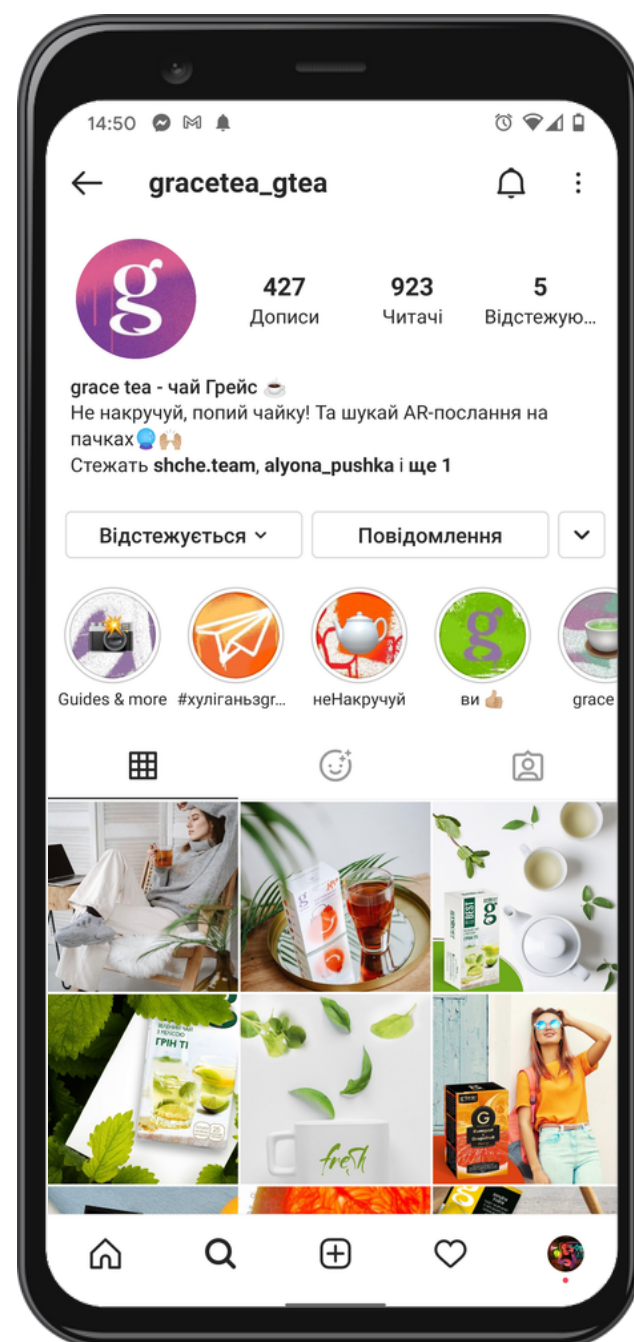
TBD

## Content

development of visual style for Instagram, creation of content directions, adaptation of tone of voice, shooting of craft content

## Targeting

Launching, conducting advertising campaigns, optimizing and monitoring effectiveness, reporting.



# GRACE TEA

## Paid Reach

monthly >1.3M

## TA, %

>30%

## Total Post Engagements

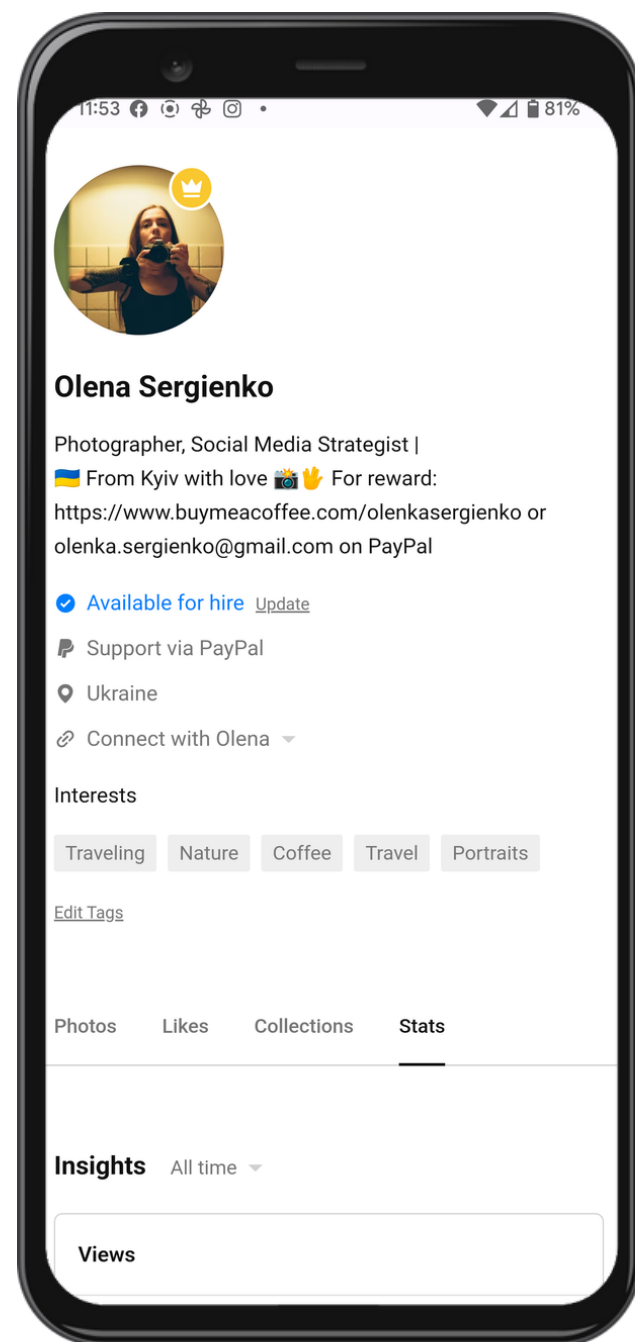
>50 000

## Activity Rate

17%

2022





# ADDITIONAL INFO

## Content creator

One of the top 25 most seen & the 500 most downloaded contributors ever on Unsplash

## Lecturer

Lecturer in social media marketing with 5 years of experience, speaker of all-Ukrainian conferences on marketing

## Additional skills

Confident drone operator and fan of aero and austro photography

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Wrap It Up

**LIVE LONG, AND  
LET'S DO AWESOME  
THINGS TOGETHER**

[facebook](#)  
[behance](#)  
[unsplash](#)



**2022**