

Yarina Moroz

Digital Marketer

My job includes doing market research, strategizing with other marketing professionals and creating content to help with marketing campaigns to succeed. Using digital media marketing tools.

CONTACT ME

-  Kyiv, Ukraine.
Ready to relocate.
-  yari.roz@gmail.com
-  +38 068 954 35 01

EDUCATION

2009 - 2015

Taras Shevchenko National University of Kyiv Sociology Department

Methodology and methods of
sociological research

SKILLS&PROJECTS

Reach and performance ad campaigns:

L'Oreal (Garnier, L'Oreal Paris, Elseve, Mixa, MNY, NYX), PepsiCo(Pepsi, Lays, Sadochock, Sandora, Hrusteam, Agusha), Vodafone, Robota.ua, Sony Pictures, Henkel, Schwarzkopf.

- Marketing Management 
- Marketing Strategy 
- Budget Planning 
- Leadership 

WORK EXPERIENCE

Ukrsibbank BNP Paribas Group

Senior Digital Marketing Specialist

2021 - now

- Digital ads planning and control
- Cooperation with the media agency, creative agency and social media agency
- New products promoting and acquisition
- Digital communication strategy development and execution, using sociological and market surveys analyze.
- Developing and testing new channels to identify best practices and improving results, T&L, A/B tests.

OMD OM Group

Senior Digital Media Planner/ TEAM LEAD

2019 - 2021

- Digital planning and Strategy
- Use Gemius, Admixer TD, Google Analytics, InMind, C-Metr, Programmatic, Gemius Adreal
- Work with BM Facebook, DoubleClick Bid Manager, DoubleClick Campaign Manager, Adwords
- Coordination the work of team members
- Control and optimization of working process
- Leading by example and developing team members – helping them to grow, adapt, take on more responsibilities.

Digital Media Planner

2017 - 2018

- Media planning, execute, control and analyze ad campaigns
- Research and compile competitive data
- Cooperation with contractors, working with invoicing and documentation.

Media Researcher

2015 - 2016

- Analyze all relevant market information concerning the brands (market shares, shares of voice, consumer attitudes, brand awareness/usage, competitors' activities, etc)
- Preparation of PPT presentations, monthly and weekly reports

MORE ABOUT ME

Always try to improve my skills and discover smth new.

- **HOBBIES:** fan of stretching, running and latin dance, bookworm.
- **LANGUAGES:** English(Upper), German(Elementary), Russian (Fluent), Ukrainian (Native)