

Igor Shchelkunov

Digital Communications Specialist | Luxury Auto, Mobility & Transport, Tech, Fashion

Berlin, Germany

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Languages

Russian (Native)

English (Fluent)

French (Basic)

About

Experienced communications professional with over 5 years of expertise as content creator, community manager, social media strategist and team manager. Possess a comprehensive understanding of workflows in both agency and in-house environments. Worked with biggest clients of BBDO group. Demonstrated ability to make a significant impact on business outcomes, having increased BMW's overall ERR by 10% and followers number by 30% in one year and ensured 20 cars preorders through social media during presentation event. Worked with MINI, BMW Motorrad, Total Energies, Motorsport Network. Currently managing social media campaigns for the US and EU markets. Obsessed with Car Industry. Keen on Mobility, IT, Fashion industries.

BRANDS WORKED WITH

Accel Club

BBDO Worldwide

Motorsport Network

TotalEnergies

Ситимобил

Experience



Brand Social Media Expert

Accel Club | Nov 2022 -

- Implemented and drove consumer-facing social strategies for multiple B2C e-commerce brands on US, Canadian and European markets.
- Ensured more than 5,000 warm clicks with less than \$0,4 CPC by controlling and optimizing social media campaign on interests and demographic levels.
- Managed to grow social media communities by 20% each month by implementing out-of-the-box content ideas and strong collaboration with in-house production team.
- Consulted internal stakeholders on social-first executions of marketing initiatives, functioned as an expert in all social media related projects.
- Developed KPIs system for social commerce department in order to track communications efficiency.

Weniger anzeigen



Brand Social Media Specialist

Ситимобил | Jul 2021 - Apr 2022

- Oversaw and implemented social media strategy to drive engagement and loyalty level growth across social media channels.
- Coordinated day-by-day operations related to all phases of social media initiatives in order to increase brand awareness and to grow community and loyalty level.
- Managed to ensure 75% reach increase and 50% followers number growth on social media platforms in 6 months by providing relevant content to the audience and enlarging funnel by paid social tools.
- Launched several new channels for taxi drivers from the ground up with more than 3.000 followers in less than 3 weeks with zero promotion budget.
- Consulted internal stakeholders on social media executions of 360 marketing campaigns.
- Helped business to reduce number of lost audience by 15% in 2 months period when company announced its closure by implementing crisis communications action plan.
- Established strong relationship with external agency and speeded up content production process from 7 days to 3 by systematising workflow and Notion implementation.

Weniger anzeigen



● Social Media Manager

BBDO Worldwide | Dec 2019 - Jul 2021

- Developed and executed social media strategy for key agency's account - BMW Group - in order to reach relevant audiences and to unite and synchronize all communication streams.
- Speeded up dealership content creation process from 2 weeks to 3 working days by unifying its communication standards with dedicated content guidelines developed on my own.
- Managed workflow of 2 different teams: creative & production (5 team members), performance marketing (4 team members).
- Managed to reduce content creation process in a half by establishing one-window approach in client management and strong collaboration with agency's production team.
- Acted as agency's industrial expert and communicated with client representatives about product portfolio and educate my colleagues about them.
- Ensured overall annual ERReach growth by 10% with the help of industrial trends research for content ideas in social media to implement. (Instagram, Facebook, TikTok, YouTube, Twitter).
- Managed to grow BMW's community by more than 30% in a year with relevant content and efficient paid social strategy.
- Increased agency's revenue share by 10% with complex local social media production offer for client.

Weniger anzeigen



● Social Media Content Creator

Motorsport Network | Jun 2019 - Nov 2019

- Ensured website traffic increase by 30% by developing dedicated Social Media strategies for both motorsport.com and motor1.com.
- Increased overall monthly reach number by 75% on motor1.com and by 60% on motorsport.com by providing relevant and catchy ongoing content.
- Increased engagement rate by 15% by carrying out community management.



● Freelance Copywriter

TotalEnergies | Jun 2017 - May 2019

- As content creator for Total Energies I was responsible for:
- Social Media Guidelines development (including TOV and Branding)
 - Social Media content planning and production (both copywriting and images)
 - Social Media engagement mechanics development and implementation

Education & Training

2015 - 2019

● Higher School of Economics

Bachelor's degree,