



# Kateryna Va-sylenko

Marketing Executive | Digital Marketing Specialist

📍 London, UK

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## Links

[in LinkedIn](#) [@ Instagram](#)

## Languages

English (Fluent)

Russian (Fluent)

Ukrainian (Native)

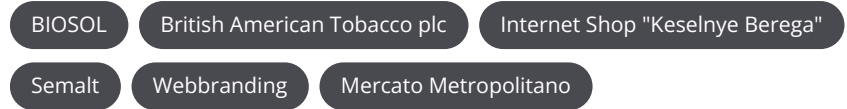
## About

I am looking for a new role in marketing in the UK. I am eligible to work here and want to find the best match for long-term cooperation.

I am passionate about working in marketing and have plans to grow in my career. My love for marketing is based on the diversity of day-to-day tasks, and the necessity to combine creative and technical skills(that's especially like about the marketing industry).

I'm strong and empathetic, always finding solutions and generating many ideas.

### BRANDS WORKED WITH



## Experience



### ● Marketing Manager

BIOSOL | Nov 2021 - Now

Write texts and articles for social medias, site, email letters, sales presentations and other. Make visuals for content in social medias and designs for presentations. Administrate site on WordPress platform



### ● SEO specialist

Semalt | May 2021 - Oct 2021

Conducting audits of client sites(Technical SEO); Formation of recommendations; Key research; Additionally, I was supporting the HR department with talent acquisition and event organization. Marketing Assistant "Webbranding" Worked closely with the clients; Created and sent the CP; Assistance to specialists: 11/2020 - 04/2021  
-selection of pictures/photos for banners and smm  
-writing and posting reviews for SERM promotion  
-writing messages for targeted advertising  
-writing posts for SMM  
-placement of texts for the site in the admin panel Responsible for the administrative side - registration of contracts; Project management; Excellent customer service.



### ● Marketing Assistant

Webbranding | Nov 2020 - Apr 2021

1. Created commercial presentations for clients;
2. Coordinated client meetings to assess market trends, gaining valuable insights into customer preferences & pain points;
3. Coordinated specialists work on 2 projects;
4. Assisted specialists:
  - Creating visuals for social media;
  - Copywriting and posting reviews for SERM promotion;
  - Copywriting offers for Facebook advertisements;
  - Copywriting posts for SMM;
  - Schedule articles for the website in the admin panel.



### ● Sales manager

British American Tobacco plc | May 2019 - Sep 2020

Cold calling Holding meetings, presentations Working with CRM Successfully managed the store with a great attention to detail and excellent customer service.

- **Administrator**

Internet Shop "Keselnye Berega" | Jun 2017 - Apr 2018

Filling the site with content Communicate with customers and suppliers  
Full store administration



- **Marketing Assistant**

Mercato Metropolitano | May 2023 - Jan 2024

- Manage comprehensive social media activities, enhancing online presence.
- Develop and implement a strategy for paid social campaign and managing media buyer project.
- Leading projects, oriented on new on-site activities to engage customers to visit markets.
- Initiate and promote local delivery services, increasing market accessibility.
- Execute promotional campaigns through partnerships, partner apps, and email outreach.

## Education & Training

2020 - 2021

- **National Aviation University**

MA, Biomedical Engineering

2015 - 2020

- **National Aviation University**

Bachelor Diploma, Biomedical Engineering