





ANASTASIIA HIRNA

SOCIAL MEDIA MANAGER

MY PORTFOLIO

CONTACT

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 -  Richmond, VA
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SKILLS

Content Creation
Strategy development
Paid Advertising
Photo/Video editing
Copywriting
Email Marketing
Market analytics
Collaboration

TOOLS

Figma
Canva
Slack
Google analytics
Google Search Console
Notion
DaVinci Resolve

EDUCATION

IT STEP LVIV October 2021- May 2023

Graphic Design Degree

SOCIAL MEDIA MARKETING COURSE

September 2021 - April 2022

GEORGE MASON UNIVERSITY

Expected May 2028

Marketing Major

LANGUAGES

English (Advanced)
Ukrainian (Advanced)
Russian (Advanced)

Summary:

Experienced social media marketing professional with a solid three-year track record working across diverse industries. Skilled in strategy development, team leadership, and content creation, with advanced photo and video editing abilities. Committed to driving success for innovative companies.

WORK EXPERIENCE

Avalon

Marketing Manager

April 2022- April 2024

- Conducted a detailed analysis of all social media platforms, resulting in a complete overhaul of the platforms' style and brand positioning.
- Website optimization increased organic traffic by 60% in the first month, improved search engine rankings, and reduced advertising expenses on other social media networks.
- Implemented email marketing to collect customer data and sent updates on new projects, promotions, and special offers.
- Established an expert YouTube channel featuring content tailored for potential clients, providing deeper audience engagement and brand exposure.

Emily Resort Lviv

Social Media Manager

November 2022-March 2023

- Launched a promotional campaign for the winter season, resulting in daily ticket sales exceeding targets by 120%.
- Successfully managed a team of 8 individuals throughout the winter season, utilizing strategic planning and specific task allocation for improved efficiency and communication.
- Created a series of unique winter video content that attracted a larger audience and increased ticket sales by 35% within the first month.

Epic.lviv

Social Media Manager

May 2021-March 2023

- Developed and implemented a comprehensive social media promotion strategy, resulting in a +160% increase in new subscribers and an 80% page reach growth over 8 months of collaboration with the client.
- Created a unique style and tone of voice that organically captured the audience's attention and facilitated the establishment of the institution within a relatively short period.
- Achieved rapid audience growth through vibrant and unique content, leading to a 45% reduction in advertising expenditure.
- Collaborated with influencers and local opinion leaders, whose endorsements and recommendations enhanced brand trust and increased venue visitation.