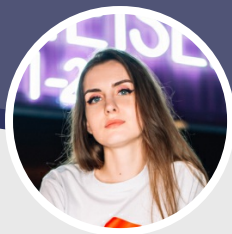


YULIYA RUDAKOVA



Personal

- Address**
Vilnius
- Phone number**
+37066933220
- Email**
rudacovic@gmail.com

Skills

- Jira / Trello / Basecamp ●●●●●
- Mailchimp ●●●●●
- Sprinklr ●●●●●
- Adobe Photoshop ●●●●●
- Adobe Premiere / CapCut ●●●●●

Languages

- English ●●●●●
- Lithuanian ●●●●●
- Russian ●●●●●

Over the course of 7 years in various media fields, I have acquired skills as a marketing manager, SMM specialist, copywriter, news editor, producer, creator, and screenwriter.

As a team leader, I have successfully launched numerous in-house and client projects and won several advertising awards. I am open to new and exciting projects and challenges to stay on top of current trends.

Work experience

Associate Marketing Manager Jul 2021 - Present

EPAM Systems

- Branding and comms team management, incl. SMM, PPC campaigns, Email marketing, Graphic design, Identity + internal resources for product promotion.
- Updating stakeholders on brand and comms plans, activities, and progress; translating stakeholder feedback into action points.
- Managing community and content on social media.
- Tracking of the PPC campaigns on Meta and Google
- Creating targeted email campaigns that align with the overall marketing strategy and customer segments.
- Writing and designing email content that is engaging, informative, and visually appealing.
- Managing email marketing databases and ensuring data accuracy and compliance with GDPR regulations.
- Monitoring and analyzing email campaign performance metrics, such as open rates, click-through rates, and conversion rates, to optimize campaigns for better results.

Head of Publishing Feb 2021 - Jul 2021

GIG.ME

- Managing an SMM department.
- Setting up paid promotions.
- Managing social media accounts on various platforms, including VK, Instagram, Facebook, Twitter, YouTube, and Twitch.
- Creating and managing video production and special projects.
- Daily communication and collaboration with global partners and agencies.
- Creating editorial content.
- Searching for freelancers.
- Pitching ideas to stakeholders.

Head of Media and Content Jun 2018 - Feb 2021

Winstrike

- Developing SMM strategies.
- Managing an SMM department.
- Setting up paid promotions.
- Managing in-house and client projects on various social media platforms, including VK, Instagram, Facebook, TikTok, Likee, Twitter, YouTube, and Telegram.
- Managing video production and special projects.
- Participating in tenders.
- Collaborating with a design department.
- Recruiting personnel.

Deputy Head of SMM, Social Media Editor, News Editor Nov 2016 - Dec 2018

Sports.ru

- Planning and tracking tasks for the social media team.
- Creating content plans.
- Developing creative solutions for the website's social media channels.
- Managing posting and copywriting on VK, Twitter, Facebook, Instagram, Telegram, and Viber.
- Collaborating with designers and other editorial teams.
- Searching for football and hockey news on Russian and foreign websites.
- Translation and rewriting (4-5 news per hour).
- Working with the website's content management system (CMS).

Education and Qualifications

Bachelor's degree

Sep 2013 - Jun 2017

Higher School of Economics, Moscow

I am a graduate of the Communications, Media, and Design Faculty with a specialization in Journalism. I have gained proficiency in various aspects of multimedia editorial work, including video and sound production, newspaper and website design, as well as copywriting.

Achievements

Advertising Award winner as a part of the project team:

- Victory in the special nomination "Driver of the Year" for the esports advertisement development – **AdIndex Awards 2019.**
- **Silver Mercury – SILVER:** "Кнопка KFC – одолей голод одним нажатием!" in the nomination BEST CRAFT OF INSTORE MATERIALS.
- **Silver Mercury – SILVER:** "Toyota Push The Limit: как стать первопроходцем и громко заявить о себе в киберспорте" in the nomination BEST INTEGRATED MARKETING CAMPAIGN.
- **Silver Mercury – BRONZE:** "Toyota Push The Limit: как стать первопроходцем и громко заявить о себе в киберспорте" in the nomination BEST EXPERIENTIAL MARKETING CAMPAIGN.
- **Silver Mercury – BRONZE:** "Кнопка KFC – одолей голод одним нажатием!" in the nomination BEST EXPERIENTIAL MARKETING CAMPAIGN.
- **Silver Mercury – BRONZE:** "АХЕ и Красава в Шанхае!" in the nomination BEST EXECUTION OF INFLUENCERS.
- Best FMCG campaign "Яркий Бум" – первое кулинарное шоу в киберспорте – **SILVER Tagline Awards 2019.**
- Best auto and moto business campaign: Winstrike фармит на Toyota RAV4 **-BRONZE Tagline Awards 2019.**
- Best community management: UltraGear HUB for LG –**BRONZE Tagline Awards 2019.**
- **BISPO Awards** – Best esports event of the year BLAST Pro Series Moscow (finalist). Details are in the portfolio.