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Professional Summary

Results-driven Marketing Manager with 14 years of experience across industries including e-commerce, jewelry, events, entertainment, online education, fashion, and restaurants. Proven track record in strategy development, brand building, project execution, and driving sales across digital and offline channels.

Professional Experience

Luma Valen Entertainment — Marketing Manager (Contract)

March 2025 – Present | Los Angeles, CA

- Developed and executed marketing strategy for music releases and events.
- Created engaging social media content and video campaigns.
- Managed paid ads on Facebook, Instagram, and TikTok.

Diamond & Jewelry Gallery — Marketing Manager (Contract)

August 2024 – July 2025 | Los Angeles, CA

- Produced visual content and led social media campaigns.
- Managed Shopify website and e-commerce operations.
- Ran paid advertising on Facebook, Instagram, TikTok, Yelp, and Google.

Fameo Kids Store & Kids Bazaar — Marketing Manager

February 2024 – Present | Los Angeles, CA

- Launched and managed Shopify store.
- Oversaw product creation, online and offline sales, and inventory.
- Directed social media and influencer marketing campaigns.

S Marketing Agency — Founder & Marketing Manager

April 2013 – Present | Los Angeles, CA

- Built and led a digital marketing agency.
- Managed 10+ client accounts in diverse industries.
- Developed brand strategies, ad campaigns, and coordinated content teams.

W Education — Marketing Manager, Business Developer

February 2022 – August 2024 | Toronto, Canada

- Developed marketing and business development strategies.
- Led brand awareness initiatives in the wellness education sector.

Influence Valley — Marketing Manager, Business Developer
July 2022 – December 2022 | London, UK

- Pitched marketing services to clients in the UK.
- Designed influencer marketing strategies and secured partnerships.

Open Kids (Music Group) — Marketing & Event Manager
March 2018 – February 2020 | Ukraine

- Managed 16 concerts and large-scale events.
- Built and grew a 5M+ audience on social media.

UltraGroup (Fashion Retail) — SMM Manager
September 2014 – February 2017 | Ukraine

- Managed digital marketing for global fashion brands (Levi's, Guess, Lagerfeld, Baldinini).
- Executed campaigns across social media platforms.

Ibiza Beach Club — Art Director & Marketing Manager
April 2014 – February 2017 | Ukraine

- Directed concerts, branding, and influencer marketing.
- Managed relationships with high-profile artists.

National Entertainment Corporation — Marketing & Event Manager
March 2013 – April 2014 | Ukraine

- Led concert promotions for Scorpions, Aerosmith, Sarah Brightman, etc.
- Managed logistics, PR, and post-event strategy.

Freelance (Showbiz) — SMM Manager for Artists
2010 – 2012 | Ukraine

- Managed digital strategy and video promotion for Monatik, Loboda, Open Kids, Ani Lorak.
- Grew fan communities and engagement through online campaigns.

HoReCa Industry — Marketing & SMM Manager (Part-time)
2009 – 2013 | Ukraine

- Led digital promotion for top-tier restaurants and clubs.
- Managed event marketing, PPC, and influencer collaborations.

TV Experience

The Voice Ukraine, Dancing with the Stars — Backstage Digital Host
Sept 2018 – July 2020 | Kyiv, Ukraine

The Bachelorette Ukraine — Participant
May 2020 – Dec 2020 | Kyiv, Ukraine

Education

- KM Business School — Marketing (2019)
- KAMA (Kyiv Academy of Media Arts) — Creative Writing (2019)
- National Aviation University — B.A. in Telecommunications & Finance

Skills

- Marketing Strategy & Execution
- Social Media Marketing (SMM)
- E-commerce (Shopify, Amazon)
- Paid Ads (Meta, Google, TikTok, Yelp)
- Event & Project Management
- Team Coordination (up to 50 remote members)

Speaking Engagements

- Web3 Summit, Lisbon (2022)
- Meet the Founders, London (2022)
- Metaverse Summit, Paris (2022)
- MT Marketing Conference, Kyiv (2020) — 8,000+ attendees
- LO Business Conference, Kyiv (2019) — 7,000+ attendees

Languages

- English — Fluent
- Ukrainian — Native
- Russian — Native

Certifications

- IPS Certified Coach (New Coaching Code)
- NLP Practitioner
- ThetaHealing Basic DNA
- SEO Academy Graduate
- Harvard Medical School – Certificate in Positive Psychology

Work Authorization

- Authorized to work in the United States