

ELENA LOPATINA

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SUMMARY

Flexible and hardworking **Brand Ambassador/Team Lead** with a positive attitude and strong work ethic. Seeking to apply my detail-oriented talents and adaptable personality to fulfill the company's needs.

MS OFFICE/GOOGLE | CONTENT MANAGEMENT | TEAM FOCUSED, GOAL-DRIVEN | PROJECT MANAGEMENT | MARKETING | BI-LINGUAL RUSSIAN/ENGLISH

WORK HISTORY

Mendoza Group Philadelphia, PA (part-time) 11/2019 – present
On-call Brand Ambassador

- Spread the approved marketing materials and engage at the community events to boost brand presence the Company's clients like Independence Blue Cross, Pennie, CCA, PA Department of Health.
- Research and build databases for marketing efforts, including influencers, Facebook groups, and potential partners for cross-promotion.
- As a certified Pennie Exchange Assister, provide enrollment assistance services to customers via telephone, virtual, remote and person-to-person free of charge.

LS Beauty Inc. Paoli, PA (part-time) 04/2024 – 06/2024
Administrative Assistant

- Organized and executed the official salon opening.
- Managed incoming calls and scheduled client appointments.
- Managed schedules for stylists and clients.
- Interacted with vendors and coordinated purchases.
- Implemented the Clover payment system (POS) and DaySmart, a cloud-based salon software.
- Created and published posts and reels on the Salon's Instagram page.
- Created straightforward design layouts for price lists, business cards, and similar materials.
- Conducted email campaigns targeting salon clients.
- Collaborated with vendors on the development of the company's website.

ELS Educational Services, Inc Philadelphia, PA (part-time) 08/2019 – 06/2023
IELTS Invigilator

- Supervised students during an IELTS exam.
- Delivered the Invigilator Script during the test.
- Assisted with checking candidate ID, checking-in candidate belongings and escorting candidates to the restroom while the test is in progress.

National Advisors Group Malvern, PA (part-time) 11/2021 – 04/2022
Marketing Coordinator

- Proofread, printed, stuffed, and mailed direct marketing materials.

Pearson VUE King of Prussia, PA (part-time) 08/2020 – 09/2021
Test Administrator

- Checked in testing candidates, verified identification, explained the exam process.
- Proctored / invigilated candidates while testing.
- Troubleshooted with internal departments to fix technical issues.

Agro Expert Group Moscow, Russia 6/2013 – 4/2014
Advertising Manager

- Planned and prepared advertising and promotional materials.
- Wrote, edited, and published content to share on all brand's company social media profiles and website.
- Represented the firm at sales shows and exhibitions.

Creative Director Magazine Moscow, Russia 12/2008 – 6/2012
Editor, Executive Secretary

- Released 15 issues of the magazine.
- Oversaw a small staff of proofreaders, copywriters, and designers.
- Prepared and delivered announcements and press releases.
- Participated in the organization and conduct of corporate events.

Exclusive Consulting Auditing Company (ECCON GROUP) Moscow, Russia 4/2007 – 10/2008
Project Manager

- Marketed and sold company services, including specialized publications, auditing services, and seminars, to accountants in the construction industry.
- Developed media and client databases.
- Authored and distributed press releases.
- Coordinated event planning and organized seminars for accountants in Moscow, Barcelona, Prague.
- Collaborated with contractors to oversee production of promotional items and printed materials.

VOLUNTEER EXPERIENCE

Social Media specialist, RSVP's Volunteer Executive Consultants program (VEC), King of Prussia - January - Mart 2019: published posts on Facebook daily in accordance with the content plan, created designs for these posts, etc.

Brand Ambassador: Laurel House, domestic violence agency, East Norriton, summer 2019: represented the agency at different community events.

EDUCATION

Nizhny Novgorod State Technical University Nizhny Novgorod, Russia
2006 Master's Degree in Public Relations

PROFESSIONAL REFERENCES

Diana Osma
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