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| ELIZAVETA ALESHKEVICH

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| CONTENT MARKETER ● BELGRADE, SERBIA ● +375299333599 |

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| DETAILSBelgrade, Serbia+375299333599peechee790​@gmail​.comDate / Place of birth07.10.2000MinskNationalityBelarusianSKILLSEffective Time ManagementTeamworkMicrosoft ExcelAdaptabilityMicrosoft OfficeAbility to Work in a TeamComputer SkillsCommunication SkillsCreativitySocial MediaDigital MarketingLANGUAGES

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| Russian |
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| English |
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HOBBIESAerostretching
Traveling
Snowboarding |

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|  | PROFILE |

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|  |  | I create marketing where logic meets creativity ✨ For 4 years in retail, I launched promotions that increased sales by 27%, developed social networks from scratch without a budget. I know how to find growth points through data and implement them in bright campaigns - from concept to ROI. My principle: marketing should't only be effective, but also measurable In Hypermarket ProStore, I optimized the budget by 20%, and in Supermarket Neighbors I increased the average check by 8% through competitor analysis. I launch complex projects: from websites (full cycle) to viral content on TikTok  |

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|  | EMPLOYMENT HISTORY |

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|  |  | Content Marketer at Hypermarket ProStore, MinskMay 2025I am engaged in: -Managing a project to develop a new company website (from concept to launch) -Formation of technical specifications for contractors and monitoring their implementation -Coordination of the work of designers, copywriters and developers -Development and implementation of an SMM strategy for promoting a chain of stores -Managing social networks (Instagram and TikTok), updating information on the sites, creating creative ideas for Reels and TikTok -Formation of technical specifications and monitoring their implementation -Attracting new subscribers and retaining the attention of existing ones -Conducting monitoring and analysis of competitors -Planning a budget for marketing activities, monitoring the expenditure of funds, preparing analytical reports with conclusions on the results of promotion Marketer at Hypermarket ProStore, MinskApril 2024 — April 2025Engaged in: -Full cycle of organizing promotional campaigns: from concept development to efficiency analysis -Interacted with purchasing departments to implement promotional programs -Launching promotional booklets every 2 weeks, which increased sales of participating products by 27% -Conducting 15+ promotional events in the sales area -Organizing cross-promotion with suppliers -Creating sales texts for promotions, website and social networks -Preparing content for Viber mailings -Recording audio clips for internal radio -Administering the corporate website: publishing news, updating promotional content, writing news -Optimized the budget for printed materials by 20% due to the transition to digital formats -Creating and maintaining Instagram and TikTok accounts: developing monthly content plans, full cycle of content production: from idea to editing, shooting and processing photos products, weekly content performance report SMM specialist at Hypermarket ProStore, MinskOctober 2023 — February 2024Engaged in: - Creating and managing Instagram and TikTok accounts from scratch: developing monthly content plans, full cycle of content production: from idea to editing, shooting and processing product photos, weekly content effectiveness report - Growing TikTok subscribers from 0 to 1600+ in 3 months without targeting and investments Marketing analyst at Supermarket Neighbors, MinskJuly 2021 — December 2021Engaged in: -Conducting a comprehensive analysis of the retail market: weekly monitoring of 6 competitors, which allowed us to adjust the product range and increase the average bill by 8% -Implementing the NPS assessment system (average score 8.7 out of 10), which helped increase repeat purchases by 15% -Conducting ABC analysis of the product range (600+ SKU) -Visualizing data and preparing presentations in PowerPoint -Working with large data sets, building reports in Excel -Creating interactive dashboards in QlikView to monitor the work of store promotions Customer Service Specialist at Supermarket Neighbors, MinskFebruary 2020 — July 2021Consulting clients by phone, processing paper questionnaires, preparing and sending written requests to management bodies, knowledge of Bitrix 24, LSFUSION, Rocketdata. Сustomer service specialist at LLC Mekus, MinskSeptember 2019 — December 2019Carrying out work on registration and sorting of cargo, preparation of accompanying documents for shipment, formation of a database of received shipments. Possession of 1c 8.3 Enterprise, cash register.  |

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|  | EDUCATION |

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|  |  | Higher education, Minsk branch of the Russian University of Economics named after G.V. Plekhanov, MinskSeptember 2019 — February 2024Studied in the specialty Anti-crisis management, Manager-economist Secondary specialized education, Branch of BNTU "Minsk State Polytechnical College", MinskSeptember 2016 — June 2019Studied in the specialty Documentation and Document Support for Management, Secretary-referent  |

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|  | COURSES |

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|  |  | Internet Marketing: Promoting Business on the Internet, Webcom AcademyFebruary 2025 — June 2025UX/UI Designer, Online school by Yan AgeenkoMay 2022 — August 2022 |

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