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| ELIZAVETA ALESHKEVICH   |  | | --- | | CONTENT MARKETER ● BELGRADE, SERBIA ● +375299333599 | | |
| DETAILS Belgrade, Serbia  +375299333599  [peechee790​@gmail​.com](mailto:peechee790​@gmail​.com) Date / Place of birth 07.10.2000 Minsk Nationality Belarusian SKILLS Effective Time Management  Teamwork  Microsoft Excel  Adaptability  Microsoft Office  Ability to Work in a Team  Computer Skills  Communication Skills  Creativity  Social Media  Digital Marketing LANGUAGES  |  |  | | --- | --- | | Russian | | |  |  |  |  |  | | --- | --- | | English | | |  |  |  HOBBIES Aerostretching Traveling Snowboarding | |  |  |  | | --- | --- | --- | |  | | PROFILE |  |  |  |  | | --- | --- | --- | |  |  | 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 |  |  |  |  | | --- | --- | --- | |  | | EMPLOYMENT HISTORY |  |  |  |  | | --- | --- | --- | |  |  | Content Marketer at Hypermarket ProStore, Minsk May 2025  I 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, Minsk April 2024 — April 2025  Engaged 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, Minsk October 2023 — February 2024  Engaged 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, Minsk July 2021 — December 2021  Engaged 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, Minsk February 2020 — July 2021  Consulting 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, Minsk September 2019 — December 2019  Carrying 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. |  |  |  |  | | --- | --- | --- | |  | | EDUCATION |  |  |  |  | | --- | --- | --- | |  |  | Higher education, Minsk branch of the Russian University of Economics named after G.V. Plekhanov, Minsk September 2019 — February 2024  Studied in the specialty Anti-crisis management, Manager-economist Secondary specialized education, Branch of BNTU "Minsk State Polytechnical College", Minsk September 2016 — June 2019  Studied in the specialty Documentation and Document Support for Management, Secretary-referent |  |  |  |  | | --- | --- | --- | |  | | COURSES |  |  |  |  | | --- | --- | --- | |  |  | Internet Marketing: Promoting Business on the Internet, Webcom Academy February 2025 — June 2025 UX/UI Designer, Online school by Yan Ageenko May 2022 — August 2022 | |