

# VALERIYA YERMOLENKO

## DIGITAL MARKETER

Mobile: +961 71 047 957  
Email: yermolenkoval@gmail.com  
LinkedIn: /valeriya-yermolenko/

## LANGUAGES

- English (Excellent)
- Arabic (Excellent)
- Russian (Fluent)
- French (Basic)

## TECH. SKILLS

- Photoshop • Illustrator
- Premiere • iMovie • Tableau
- MS Package • CRM • SPSS
- Facebook Ads Manager
- Google Suite • ISO 9001
- Google Analytics • UTM

## PROF. SKILLS

- Social Media Marketing
- Lead Generation • Branding
- Copywriting
- Content Marketing
- Community Management
- Survey Design
- Quality Management
- Data Collection
- Market Research
- Data Analysis • A/B Testing
- Digital Strategy

## PERS. SKILLS

- Willing to take initiative
- Organized
- Detail-oriented
- Responsible
- Can work individually and in different functional teams

## LEADERSHIP

Sep 2016 – May 2017  
**Students Association President**  
Middle East University

Sep 2016 – May 2017  
**Graduating Class Treasurer**  
Middle East University

## PROFILE

*Data-driven digital marketing specialist. Successful in generating sales qualified leads through digital ads, oriented on insights. Able to manage market research projects, build and manage CRM, and use data efficiently in marketing to deliver profitable and visible results. I am able to combine creative and business capabilities to reach marketing goals. Self-driven, willing to take initiative to improve operational performance and take lead in marketing and research projects. Willing & able to travel.*

## EXPERIENCE

**Marketing Officer & Quality Management Representative** Jul 2018 – Present  
Money SAL • Beirut Digital District

*Managed the digital marketing channel by creating digital content and generating sales qualified leads that contributed to 10% of the total revenues. Constructed a well-defined sales funnel covering various buyer journey phases. Built a client database. Enhanced lead quality with an average conversion rate of 40%, a 200% increase in performance within the year. Managed and audited the data within the lead database to accurately reflect the workflow. Created creative content for social media platforms, managed the online community, set the digital marketing strategy relying on data, and achieved marketing goals. Worked with the development team on Web Optimization.*

**Digital Marketing Specialist** 2015 – Present  
Self Employed

*Worked with businesses across various sectors (beauty, health, retail, F&B, entertainment) to enhance social media, presence and brand awareness. Acquired new clients. Developed social media campaigns on Facebook and Instagram to increase brand awareness, online engagement, and brand image.*

**Marketing Officer** Feb 2018 – Jun 2018  
Elie Melhem Clinics • Sin El Fil

**Business Development Representative** Jun 2017 – Dec 2017  
Money SAL • Sin El Fil

**Business Plan Developer/Project Manager** Jun 2014 – Jul 2016  
Professional Financial Consultancy • Dora

## EDUCATION

**Lebanese University** 2017 – 2019  
Research MBA in Marketing & Management.  
*Thesis In Progress, Entitled: The Impact of Human Resources Branding on Employee Satisfaction in the Lebanese Fintech Sector.*

**Middle East University** 2014 – 2017  
BBA, Concentration in Marketing.

## CERTIFICATIONS & WORKSHOPS

**Certified Digital Marketing Professional, Candidate**  
Digital Marketing Institute

**All You Need To Know About Influencer Marketing**  
by Rita Dahdah at The Agenda Beirut.

**Tableau Test Drive**  
BMB Group

**Digital Marketing Course Bundle**  
Course Envy  
*topics incl: Facebook Ads, Facebook Marketing, E-mail marketing, SEO, Affiliate Marketing, Retargeting*