



Olga Pukas

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CAREER OBJECTIVE : Marketing and Social Media Coordinator

PERSONAL QUALITIES: Well developed organizational skills, intelligence, commitment, creativity, result-oriented, ability and desire to take responsibility for the work given to me. Ability to work in stressful situations.

WORK EXPERIENCE:

- **November 2016 - April 2018: Community manager at “One Digital” (R1L - Radio One Lebanon)**

<https://www.facebook.com/onedigital.fm/>

The main tasks:

Developing and implementing Social Media Strategy for each client of “One Digital”

List of the clients I worked with:

- Fitness and nutrition trainer Maya Nassar <https://www.facebook.com/startlivingright>
- Radio 1 UAE <https://www.facebook.com/Radio1uae>
- Radio 2 UAE <https://www.facebook.com/radiotwouae>
- Singer Omar Kamal <https://www.facebook.com/omarkamalglobal>
- Singer Lola Ganzarolli (Lola G.) <https://www.facebook.com/LolaGanzarolli/>
- Radio One 105.1-105.5 FM <https://www.facebook.com/radioone1fm>

Main responsibilities:

1. E-meeting with clients in order to understand the scope of their business and to identify their needs, requirements, and objectives
2. Developing Social Media Strategy with the client's approval
3. Discussing updates with clients regarding the content plan, captions, posts, events etc.
4. Briefing the designers and video editors in order to finalize the visuals and videos
5. Monitoring the clients' accounts for any unpleasant comments, reviews, or questions and solving the problems in coordination with the clients.
6. Uploading daily posts on social media platforms based on the weekly confirmed content calendar
7. Coming up with creative posts for special events of the client or certain occasions
8. Researching for any events or celebrations during the month in order to prepare relevant posts.

9. Preparing creative captions for the posts .
10. Preparing monthly report about results of social media activities

- **April 2016 - November 2016: Social media manager at LTD “SVARCOM”, Ukraine, Kiev. Full time job**

The main tasks:

Designing and implementing social media strategy to align with business goals
Worked with the following business:

- <https://svarcom.net> - <https://www.facebook.com/Svarcom/>
- <https://hmstudio.com.ua/ru/> - <https://www.facebook.com/HMSTUDIO.COM.UA/>

Main responsibilities:

1. Manage all social media channels such as Facebook, Pinterest, Instagram and YouTube
2. Develop and implement a social media strategy to increase brand awareness and increase engagement
3. Briefing the designers and video editors about the content calendar in order to prepare the visuals and videos
4. Daily content posting on multiple social media channels
5. Develop and launch competitions, campaigns and giveaways to promote brand (paid ads on Facebook or Instagram)
6. Manage social media communities by responding to questions, comments and developing discussions
7. Monitor SEO and web traffic metrics with Google Analytics
8. Monthly report

- **March 2015 - January 2016: Social media manager at “Serverpipe”, office is located in LV, USA. Remote work**

The main tasks:

To bring visitors to website with the help of social media.

Sites and projects were changing during work process

Main responsibilities:

1. Generate, edit, publish and share engaging content daily (captions, photos, videos and news or offers)
2. Monitor web traffic metrics
3. Collaboration with designers, SEO managers

4. Oversee social media accounts' design (e.g. Facebook timeline cover, profile pictures etc)
5. Preparing and launching paid advertising on Facebook and Twitter
6. Monthly report

- **April 2013 - November 2014: Senior trade marketing manager PJSC "Alfa Bank", Ukraine.**

The main tasks:

Planning, organization and controlling regional marketing activities at branch network to ensure the implementation of sales plans. **At that time there were 134 bank branches throughout Ukraine**

Main responsibilities:

1. Planning, organization and maintenance of full cycle of regional marketing activities , including:
 - Organization of Grand opening for new branches;
 - Organization of local events to stimulate sales;
 - Organization of national campaigns' support in regional media at the same time throughout Ukraine.
2. Developing design standards for all the networks (permanent and promotional)
4. Providing branches with POS-materials, outdoor advertisement
5. Interaction with production companies and BTL-agencies
6. Analysis of all types of activities carried out

- **September 2012 - August 2013 SMM manager of the marketing department, PJSC "Alfa-Bank", Ukraine, Kiev**
 - <https://www.facebook.com/AlfaBankUkraine/>

Main tasks:

1. Smm strategy development and implementation
2. Launching Alfa Bank brand presence in the social networks "from scratch"
3. The introduction of social media into the Bank corporate culture

Main responsibilities:

1. Creating and maintaining social media calendar and schedule posts
2. Brand protection and promotion: rapid response to negative feedback, answering to Bank customers' questions online
3. Managing social media campaigns and daily activities
4. Designing and implementing social media strategy to align with business goals

- **November 2009 - September 2012 Personal assistant to Head of Retail, Member of Executive Board, PJSC "Alfa-Bank", Ukraine**

Main responsibilities:

1. Ensuring a comfortable stay of expat in Ukraine (visa issues, a residence permit, arranging some family issues)
2. Maintaining director's database
3. Dealing with correspondence, telephone calls etc.
4. Working calendar maintaining
5. Organization of business and personal trips

- **July 2007 - September 2009 Secretary of the head of "Capital Real Estate" (NEST), Ukraine, Kiev**

EDUCATION: Master degree diploma in "Teacher of English and German language and literature"

2002 - 2007 - Foreign Languages Faculty, Kamenetz-Podolsk State University, Ukraine

RELATED COURSES

- Graduate from «Be first Marketing School», modul:
 - «Marketing Start»,
 - «PR Start»,
- IBS (International Business School) "Digital Marketing Basic"

LANGUAGES: English, Russian, Ukrainian - fluent, learning Arabic

COMPUTER SKILLS:

- Microsoft office: Advanced knowledge in Outlook, Word, PowerPoint
- Windows XP Professional User
- Knowledge in SocialBakers tool, Hootsuite etc

AGE, MARITAL STATUS: 33 years old, married

REFERENCES: Available upon request