



ANGELINA SHARIPOVA

D I G I T A L M A R K E T I N G E X E C U T I V E

RESUME

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ABOUT ME

A trilingual Digital Marketing Executive with over 6 years of experience in the areas of Digital Marketing, Search Engine Optimization, Social Media, Web development, Facebook Ads, Google Adwords & Analytics.

SKILLS

Wordpress

Google Adwords

Facebook Ads

Analysis

Management

Team Work

LANGUAGES

TRILINGUAL :
RUSSIAN - FRENCH - ENGLISH

REFERENCES

F. BORY

SUD OUEST PUBLICITE
DIGITAL AGENCY MANAGER

E-MAIL: F.BORY@SUOUEST.FR

T. LOUBAT

INDIXIT
CO-FOUNDER OF THE SEO AGENCY

E-MAIL: THOMAS.LOUBAT@INDIXIT.COM

EXPERIENCE

DIGITAL MARKETING EXECUTIVE

SELF-EMPLOYED | 04.2018 - 05.2020

Open a Wordpress Company Dot Pot

SEO :

-Analyzing Business Market - Keywords Research and Analysis - Content Audit - Content Optimization (Onsite) : Titles - Meta Tags - URLs - Linking - Page Rank - Elaborate SEO-Friendly contents - Netlinking - SEO Siloing - Testing, Measuring and Improving

SEA :

-Structuring Google Adwords Account - Creating & Setting up Google Adwords Accounts / Campaigns - Optimizing Keywords / CPC / CTR - Creating Targeted Landing Pages - A/B Testing - Checking on the ROI - Tracking, Analyzing KPIs and Optimisation (Google Analytics / DashThis / Webmaster Tools)

Set and follow Facebook ads according to the sale's contract, manage advertising budget

Building new website for the company : idea, content, analysis to optimize the UX of the website

DIGITAL PROJECT MANAGER

SUD OUEST PUBLICITE | 09.2014 - 09.2017

Handling end-to-end management of project deliverables

WEB :

- Development of mini advertising websites - HTML - CSS - JS - PHP
- Customer Relationship Management and Monitoring - Salesforce CRM
- Analysis of the results with Analytics and implementation of optimizations

SEA :

- Developing leads acquisition strategies
- Google Adwords and Facebook Ads Campaign Management
- Delivering performance reporting and implementation of optimisations

ANALYSIS :

Formulating marketing strategies for the agency

COMMUNICATION EXECUTIVE

DREAMSWAP x FRENCH TECH | 10.2016 - 06.2017

W-> Planing and directing DreamSwap's overall communication strategy
Leading project management to ensure timely delivery of digital content assets from content development teams

EDUCATION

Master's Degree, Digital Expert - Project Manager

2015 - 2017
DIGITAL CAMPUS

Project Management, Business Development, E-commerce, SEO, SEA, Social Networks, Marketing, Analytics, Webmaster, Data

Bachelor's Degree, E-commerce / E-marketing

2014 - 2015
IUT Bordeaux

Communication, E-Sales, Marketing, Webmaster, Wordpress, HTML-CSS-PHP, Adobe, Project Management, Ads

Bachelor's Degree, Marketing & Sales Techniques

2012 - 2014
IUT BORDEAUX

Marketing, Public Relations, Finance, Communication, Sales, Accountancy