

ANASTASIIA HIRNA

SOCIAL MEDIA MANAGER

CONTACT



804-592-7780



anastasiahirna@gmail.com



Anastasiia Hirna



Richmond, VA

SKILLS

Content Creation
Strategy development
Paid Advertising
Photo/Video editing
Copywriting
Email Marketing
Market analytics
Collaboration
Networking

TOOLS

Figma
Canva
Google analytics
Google Search Console
Asana
Notion

EDUCATION

GEORGE MASON UNIVERSITY 2024 - NOW

Bachelor's Degree in Marketing

UNIVERSITY OF VIRGINIA ONLINE COURSE

March 2023 - NOW

Digital Marketing Certification

IT STEP LVIV 2021-2023

Social Media Marketing Degree

Paid Ads Course

Email Marketing Course

LANGUAGES

English (Advanced)

Ukrainian (Advanced)

Russian (Advanced)

Experienced social media marketing professional with a solid 4-year track record across diverse industries. Proficient in strategy development, team leadership, content creation, and advanced photo and video editing skills. Dedicated to driving success for forward-thinking companies.

WORK EXPERIENCE

Avalon

Real Estate Company

Social Media Manager

March 2021 - May 2022

Marketing Manager

May 2022 - December 2023

- Conducted a detailed analysis of all social media platforms, resulting in a complete overhaul of the platforms' style and brand positioning.
- Website optimization increased organic traffic by 60% in the first month, improved search engine rankings, and reduced advertising expenses on other social media networks.
- Implemented email marketing to collect customer data and send updates on new projects, promotions, and special offers.
- Established an expert YouTube channel featuring content tailored for potential clients, providing deeper audience engagement and brand exposure.

Emily Resort Lviv

SPA Resort

Social Media Manager

November 2022-March 2023

Seasonal Project (5 months)

- Launched a promotional campaign for the winter season, resulting in daily ticket sales exceeding targets by 120%.
- Successfully managed a team of 8 individuals throughout the winter season, utilizing strategic planning and specific task allocation for improved efficiency and communication.
- Created a series of unique winter video content that attracted a larger audience and increased ticket sales by 35% within the first month.

Epic.lviv

Restaurant

Social Media Manager

May 2020 - March 2023

- Developed and implemented a comprehensive social media promotion strategy, resulting in a +160% increase in new subscribers and an 80% page reach growth over 8 months of collaboration with the client.
- Created a unique style and tone of voice that organically captured the audience's attention and facilitated the establishment of the institution within a relatively short period.
- Achieved rapid audience growth through vibrant and unique content, leading to a 45% reduction in advertising expenditure.
- Collaborated with influencers and local opinion leaders, whose endorsements and recommendations enhanced brand trust and increased venue visitation.