

Способы связаться

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www.linkedin.com/in/svitlanamelnyk (LinkedIn)

Основные навыки

Пиар

Press Relations

Press Kits

Svitlana Melnyk

Digital expert +7 years | SMM and LinkedIn mentoring | Digital strategy

Ровно, Ровенская область, Украина

Общие сведения

My expertise covers a wide range of work, including content preparation for social networks, websites, landing pages, magazines and business projects in various niches.

For the past 10 years, I have been active in social media, developing effective strategies for the digital environment. My work includes working with personal brands and companies where I've helped grow their online presence and increase audience engagement.

For 5 years I have implemented social media strategies for over 20 brands, working with personal brands and companies in various niches from strategy development to idea generation and results analysis.

Additionally, I act as a LinkedIn Mentor and Internet Marketing Educator, helping other professionals develop their skills and succeed in digital marketing.

Feel free to contact me if you are looking for a marketing expert who can help you grow and achieve your goals online.

Опыт работы

Superheroes.marketing

SMM

ноября 2022 - Present (1 год 7 месяцев)

Ukraine

Фриланс

SMM, journalist

января 2011 - Present (13 лет 5 месяцев)

I work with companies and businesses. I help build promotion strategies in social networks, prepare content and analyze results.

Агробізнес Україна

SMM

февреля 2020 - октябрю 2022 (2 года 9 месяцев)

Ukraine

https://instagram.com/agrobusiness_ua?igshid=YmMyMTA2M2Y=

K2 - реклама інтернет-магазинів

Content Manager

апреля 2022 - июля 2022 (4 месяца)

WebPromoExperts

Assistant Editor

марта 2021 - марта 2022 (1 год 1 месяц)

Ukraine

Carpantic Ukraine LLC

SMM

марта 2021 - февраля 2022 (1 год)

Ukraine

https://www.instagram.com/carpantic_tm/

TEZA TV (Information agency)

Editor

июля 2020 - октябрю 2021 (1 год 4 месяца)

Ukraine

Rivneazot

Press Manager

января 2016 - октябрю 2020 (4 года 10 месяцев)

Rivne, Ukraine

my work included not only ensuring interaction with the media, publishing press releases and organizing press conferences, but also active participation in the production of the company's internal newspaper. I was responsible for preparing materials for the newspaper, as well as for their publication on the company's website. my contribution consisted of writing news, articles and information materials on key events and achievements of the enterprise to ensure wide access to relevant information for stakeholders and the public.

Technology and Innovation. Drinks. Beer. Horticulture and Viticulture
Journalist

декабря 2016 - июля 2020 (3 года 8 месяцев)

Ukraine

Publishing house OGO

Journalist

января 2015 - января 2016 (1 год 1 месяц)

Ровно, Ровенская область, Украина

In my work, I was engaged in searching for interesting topics, conducting interviews with key figures, writing news and analytical articles. My goal has always been not only to convey information, but to convey it in such a way that viewers or readers can understand its importance and meaning to them.

In addition to the main duties, I have a wide range of professional skills. My skills include the ability to work under pressure of deadlines, a deep understanding of journalistic ethics and standards, editing and proofreading skills, and the ability to work with audio and video equipment to create quality multimedia content. I also have experience in managing social media and using analytics to improve engagement with audiences

ТРК Rivne1

Journalist

ноября 2014 - декабря 2014 (2 месяца)

Ровно, Ровенская область, Украина

In my work, I was engaged in searching for interesting topics, conducting interviews with key figures, writing news and analytical articles. My goal has always been not only to convey information, but to convey it in such a way that viewers or readers can understand its importance and meaning to them.

In addition to the main duties, I have a wide range of professional skills. My skills include the ability to work under pressure of deadlines, a deep understanding of journalistic ethics and standards, editing and proofreading skills, and the ability to work with audio and video equipment to create quality multimedia content. I also have experience in managing social media and using analytics to improve engagement with audiences.

Sarny City Council

Head of the PR department of the city council

февраля 2014 - октября 2014 (9 месяцев)

Сарны, Ровенская область, Украина

As the head of the press service of the city council, I was responsible for the strategic management of communication initiatives and programs. My

responsibilities included the development and implementation of press releases, organization of press conferences and other events to ensure transparency and openness in the activities of the city government. I actively cooperated with the local mass media, establishing partnership relations and providing timely information to the public about important events and initiatives in the city. I also managed the official pages of the city council in social media, helping to increase its presence and interaction with residents. My efforts are aimed at increasing the level of trust and understanding between local government and the community through effective communication management.

Образование

Academician Stepan Demianchuk International University of Economics and humanities

Master's degree, journalist · (сентября 2014 - февраля 2016)

Академія інтернет-маркетингу WebPromoExperts

SMM · (марта 2020 - мая 2020)

Ivan Franko National University of Lviv

Bachelor's degree, Journalism · (сентября 2011 - июня 2014)