

DIANA HOLIACHENKO



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OBJECTIVE

To gain experience in marketing for further career development. Expand my skills and knowledge. To increase the weight of personal value as a specialist and to be able to have more responsibility in teamwork.

SKILLS

I learn new things quickly and easily memorize important things because I perform my work professionally. I have skills of self-organization, discipline, self-motivation and development. Speak B2 level English, fluent Ukrainian and have A2 level Czech and Greek. I have 3 years of experience as a copywriter and content manager in the medical field. Nowadays I am employed as a media strategist, executing media promotion strategies (digital, digital TV, TV, OOH advertising, plus radio) for brands in various categories (pharma, petrol stations, FMCG, automotive, real estate, e-commerce, and others) and executing media planning for these brands.

EXPERIENCE

ADMINISTRATOR OF A BEAUTY SALON/U-LAB (2017-2020)

Planning a work schedule for each employee. Performed the duties of a customer service manager. Weekly and monthly profit report. Organizing monthly team meetings with the participation of the CEO.

COORDINATOR/DOBROBUT (2020-2021)

Direct communication with the company's clients, resolving their issues, finding the necessary alternatives in conflict situations. Experience in implementing an individual approach to clients, loyalty programs, and creating comprehensive service sets.

SMM/CARDIOLOGIST (2023-2024)

Developing a strategy for promoting an educational medical account. Creating a posting plan. Content generation. Promotion of publications. Development of educational products and their promo. Increase in the number of subscribers by 4.5 times in 3 months of activity.

COPYWRITER/PROGRESS PLATFORM (2023-2024)

Creating content for an educational platform for doctors. Translation and optimization of the text taking into account professional slang.

MEDIA STRATEGIST (2024 -)

Executing media strategies including digital, digital TV, TV, OOH advertising, plus radio for brands in such categories -- pharma, petrol stations, FMCG, automotive, real estate, e-commerce, and others, and executing media planning for these brands.

EDUCATION

COMPLETE HIGHER EDUCATION/ 2016

Specialized school with in-depth study of foreign languages

BOGOMOLETS NATIONAL MEDICAL UNIVERSITY/ 2022

Master's degree in medicine

AMOSOV NATIONAL INSTITUTE OF CARDIOVASCULAR SURGERY

Internship in internal medicine