



PORTFOLIO

SMM - is the art of creating a space where the brand becomes closer and customers become more loyal;
it is a fine line between strategic planning and a live dialog that builds trust

MELNYCHENKO

LIUDMYLA



I am a beginner, but this is my advantage
I have a fresh vision, motivation and I am
ready to work with
with your brand 100% of the time

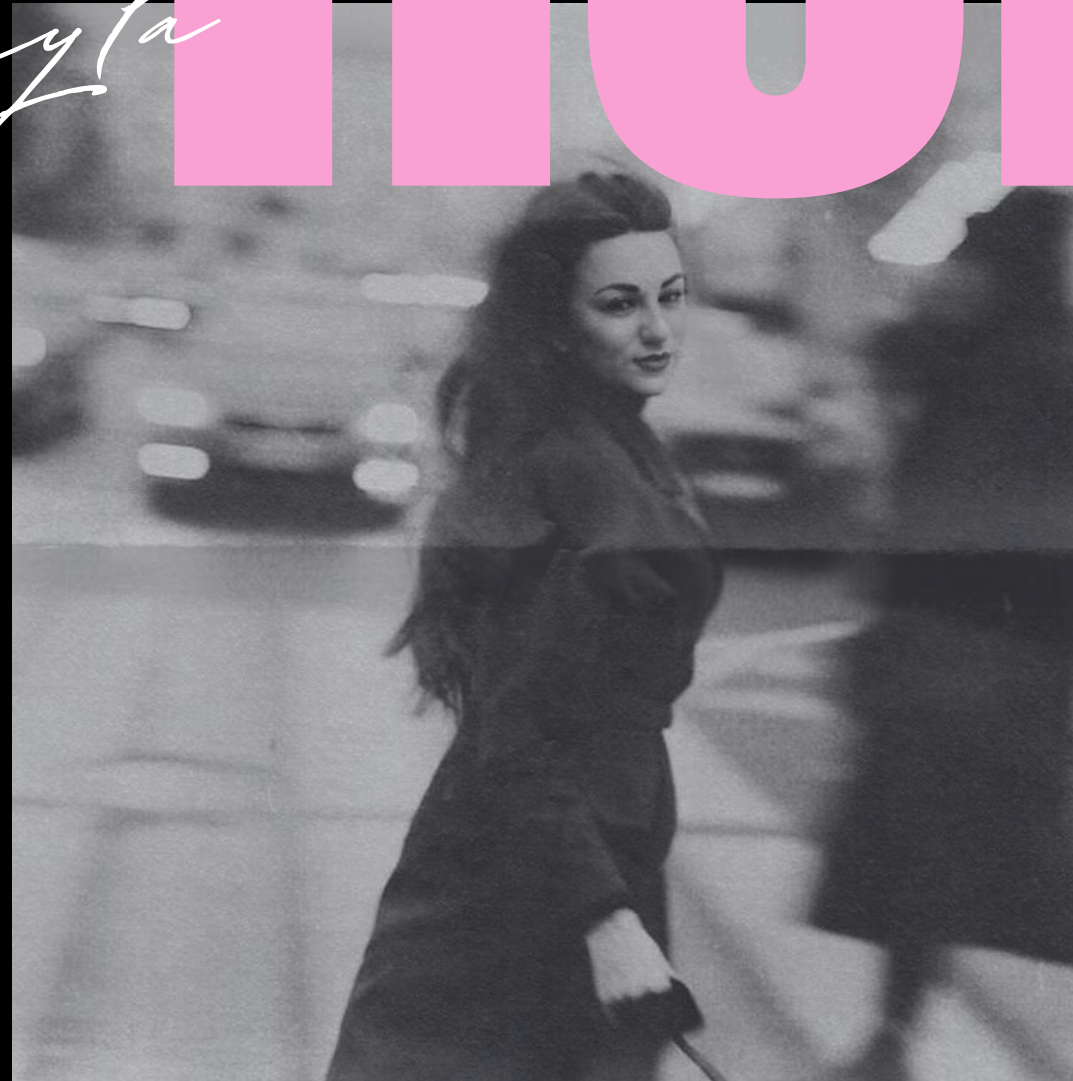


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ave one

MY HOBBY

Liudmyla

My hobby is sports, which has become an important part of my life. Я am passionate about fitness and regularly I do regular workouts to keep fit and to keep fit and energy. Sport not only helps me to stay in good shape in shape, but also gives me the opportunity to to focus, relieve stress and improve mental health



One of my great hobbies is is learning and experiencing new things. I always strive to expand my horizons by exploring different areas - from marketing to self-development. This helps me to stay open to change and to constantly improve my my skills. Thanks to this, I always find new opportunities for growth and inspiration

By Melnychenko Liudmyla

Portfolio Presentation

SMM

EDUCATION

2010-2015

National University

O. Dovzhenko National University

As a Psychologist:

Active listening.

Empathy.

Reading non-verbal signals.

Conflict management.

Building trust (rapport).

Effective questioning.

Behavior analysis.

Persuasion and argumentation.

Adaptation to different types of people.

2016-2024

I has completed a number of trainings:

Sales — sales strategies, negotiations, team management.

Marketing — digital marketing, content strategies.

SMM — basics and promotion on social media, targeting, content creation.





SMM manager EXPERIENCE

I have worked in marketing and sales for many years, holding a managerial position where I honed my skills in effective communication and strategic thinking. I completed a series of sales training sessions, constantly learning new and innovative techniques, which helped me achieve excellent results in this field. However, in the summer of 2024, I decided to take a new step and started studying SMM. This was a logical continuation of my professional interests and desire for self-development. Since then, I have been actively learning, developing new skills, and doing everything I can to help businesses grow through effective strategies in social media..

strongly believe - strongly believe



By Melnychenko Liudmyla

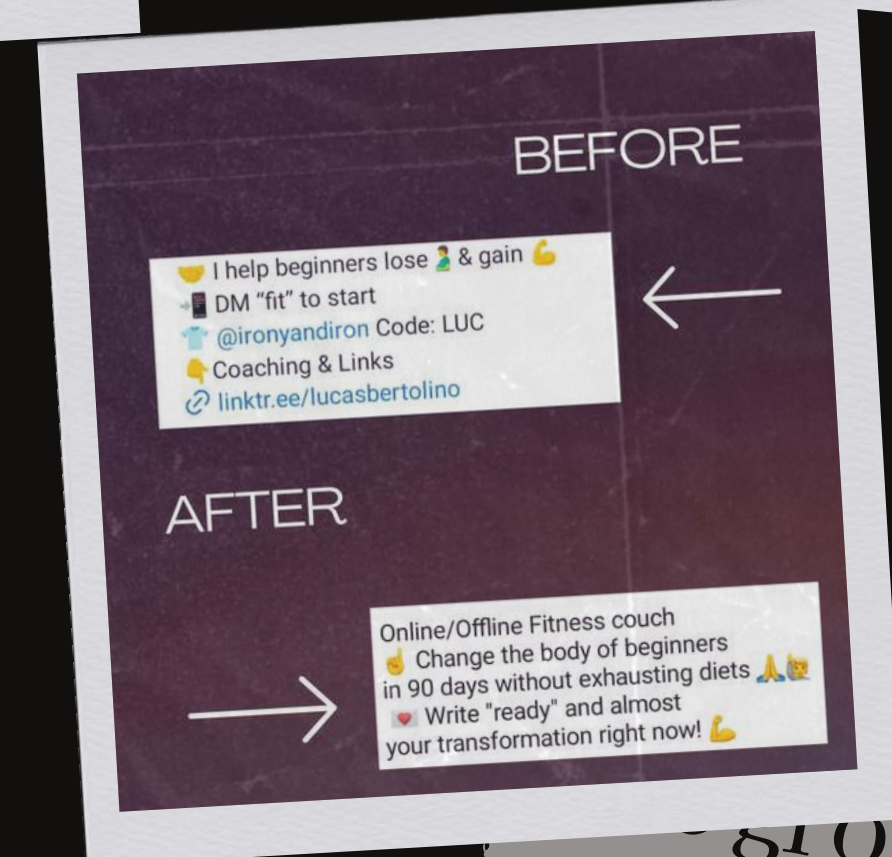
PROJECT

Lindbergh

I transformed the page into a modern and attractive platform: refreshed the highlights, created a stylish visual, developed a thoughtful promotion strategy, and launched targeted ads that deliver results.

Portfolio Presentation

SMM



...ground or stay
verse is vast, and yo
s also beautiful. You
nothing big

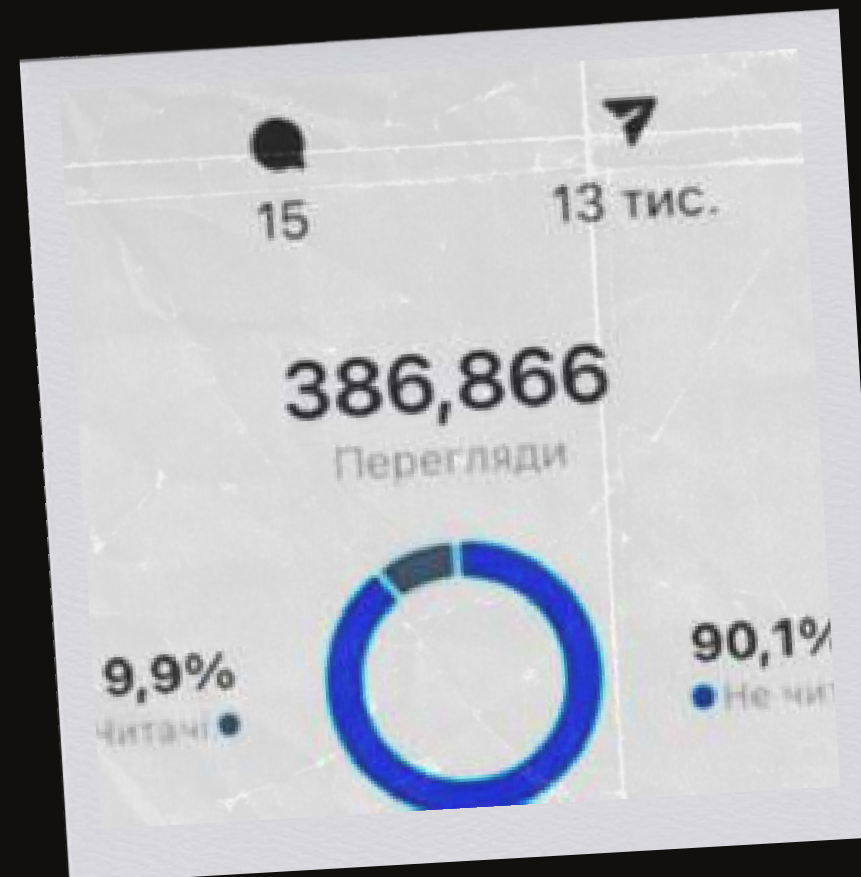
PROJECT

🌟 How did we increase our reach from 386,866 to 2,115,306?

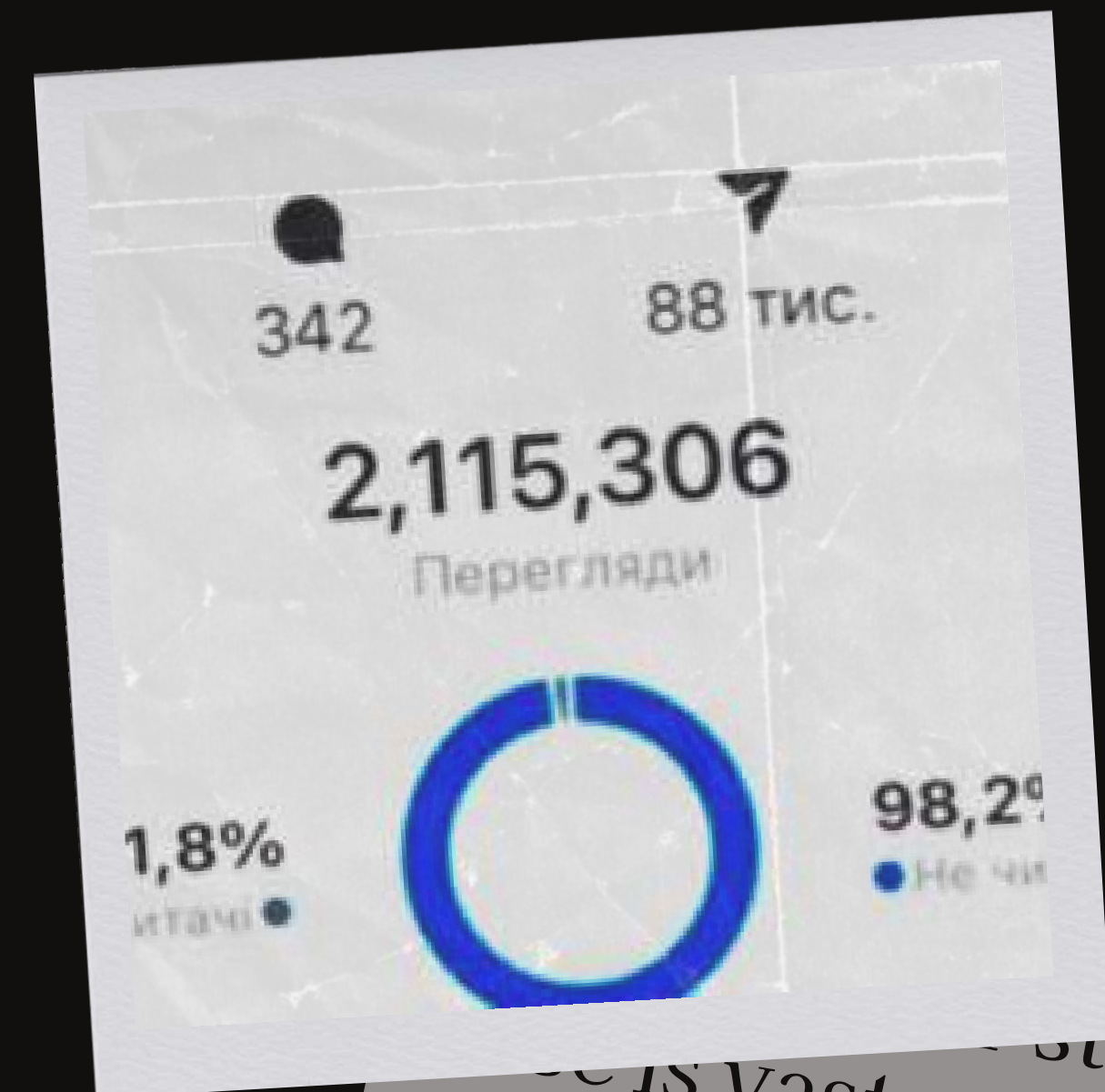
- ✅ In-depth analysis of the target audience - we understood what exactly subscribers are interested in, what their pains and requests are.
- ✅ Exciting Reels from the first second
- ✅ Content that evokes emotions and engages
- ✅ Active interaction with the audience

📈 The result? The reach has soared 7 times! This is not magic, but marketing and the right promotion strategy.

BEFORE



AFTER



Liudmyla



PROJECT ADVERTISING CREATIVES

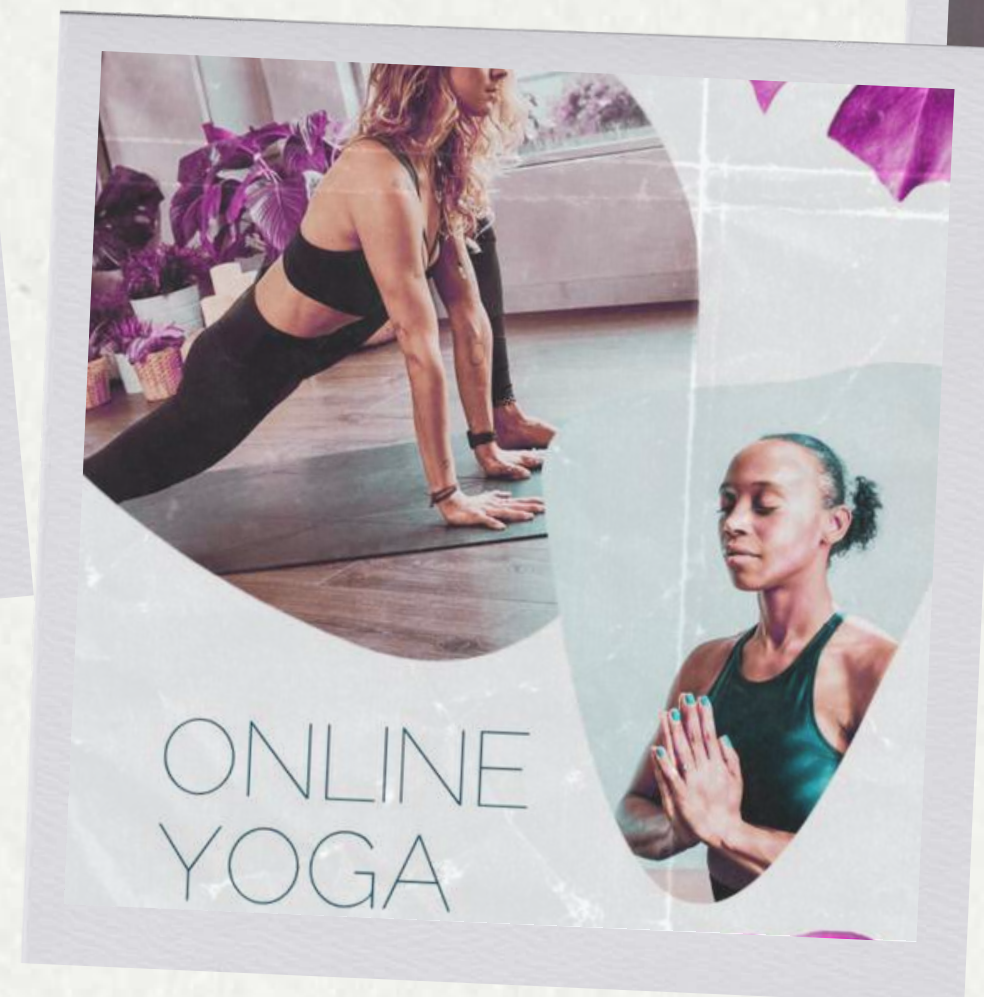


strongly believe the
moment

strongly



PROJECT ADVERTISING CREATIVES



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SMM MANAGER

Profile and target audience analysis.
Content plan development.
Writing texts, photo editing, and video editing.
Managing pages, creating stories, and Reels.
Analytics of results and strategy adjustment.



TARGETOLOGIST

Analysis of the target audience for advertising.
Setting up targeted advertising.
Creating creatives for for ads.
Tracking the results of of campaigns.
Optimization of advertising for for maximum effect.

Melnychenko
Liudmyla

MY SKILL



By Melnychenko Liudmyla

Portfolio Presentation

SMM

LET'S TOGETHER

Work

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Thanks for
WATCHING

strongly believe tha