

# KUSTENKO NATALIYA

## DIGITAL MARKETING SPECIALIST

### CONTACT

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 Kyiv

### SKILLS

SEO

Google Ads

Content Creation

Analytics

Research

### EDUCATION

#### **Digital Marketing B2B**

2023, Udemy

Marketing Strategy, B2B Marketing, Lead Generation

#### **Responsive Web Design**

2023, freeCodeCamp

CSS & HTML, (learned for SEO purposes)

#### **Google Ads Certification**

2022

Google Ads

### LANGUAGES

English

Ukrainian <sup>R1</sup>Native

### PROFILE

Worked as an SEO/Marketing specialist in a recruiting company for a year. During this time, I became a kind of team leader in the team. My tasks ranged from SEO audits to business development at IT events.

### WORK EXPERIENCE

#### **Marketing / SEO Specialist**

AboutHR

2023-2024

- conducting SEO audits and fixing technical errors, communicating with developers if necessary
- independent management of client projects
- creation of website layouts/individual website elements for redesign
- writing content for the site and blog
- website management
- management of Google Ads advertising
- lead generation chain development
- setting up Google Analytics through Google Tag Manager
- backlinks management
- business trips

#### **Achievements**

- 300% organic traffic growth for a digital magazine
- a business trip to Web Summit 2023 as the second representative of the company, besides the CEO. I managed to find 8 targeted leads in 2.5 days.
- independent management of an SEO agency subproject from website development and creation of a marketing strategy to communication with clients and setting up lead generation via LinkedIn