

OKSANA KASATKINA

DIGITAL MARKETING MANAGER / HEAD OF SOCIAL MEDIA

📍 BOSTON, USA

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◦ DETAILS ◦

Great Boston
USA

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◦ LINKS ◦

[Portfolio](#)

[LinkedIn](#)

◦ SKILLS ◦

Digital Marketing

Social Media Marketing

Adobe Premiere

Email Marketing

Lead Generation

Project Management Skills

Google Analytics

◦ LANGUAGES ◦

English

Ukrainian

◦ HOBBIES ◦

Traveling, painting, blogging



PROFILE

Results-oriented and award-winning Digital Marketing Manager with extensive global experience in leading cross-functional teams to successfully promote and launch products. Proven track record of achieving exceptional results and driving growth through innovative marketing strategies.



EMPLOYMENT HISTORY

Digital Marketing Coordinator at ProEdge Remodeling

January 2024 — present

- Led the revitalization of the company's social media presence, achieving a 100% increase in account reach. Implemented and optimized social media pages, developed targeted content, and executed a cohesive brand strategy. Enhanced organic metrics across multiple platforms (Facebook, Twitter, YouTube, LinkedIn, Google My Business) through daily management, content planning, and optimization.

- Collaborated with external digital marketing agencies to develop and manage PPC campaigns, oversee content strategy, and provide strategic direction. Ensured alignment with performance marketing goals and effectively executed strategies.

- Managed monthly campaign reporting and provided valuable insights to stakeholders. Facilitated budget scheduling and created comprehensive digital marketing reports, highlighting key performance indicators (KPIs) and desired outcomes.

- Successfully improved marketing metrics and achieved KPIs through A/B testing, landing page optimization, and the execution of paid and organic digital campaigns. Generated a Close Rate of 35-40%, an Issue Rate of 71.5%, surpassing the 20% goal. Implemented new lead generation processes, exploring untapped sources such as PPC campaigns through the Outbrain platform and email marketing.

- Produced engaging video, photo content, and graphics for both organic and paid campaigns, contributing to the overall success of marketing initiatives.

Digital Marketer at NEWPRO

July 2022 — January 2024

- Revitalized the company's presence on social media, expanding account reach by 87% through a targeted content strategy and brand humanization. Enhanced organic metrics across diverse platforms (Facebook, Twitter, YouTube, LinkedIn, TikTok, Google My Business) by crafting, implementing, and optimizing a comprehensive content plan.

- Achieved a 23% surge in organic website traffic through the creation and SEO optimization of blogs.

- Slashed cost per lead by analyzing audience needs, and generating creative tasks based on data analysis for advert templates in collaboration with the design department. Maintained Estimated Cost of Marketing (COM) at an impressive 9%, surpassing the 10% goal.

- Ensured consistent growth in YouTube followers and views by optimizing video SEO settings, developing a thoughtful content plan, and creating unique, audience-relevant content.

- Improved marketing metrics and achieved key performance indicators (KPIs) through A/B testing, landing page development, and strategic execution of various ads on Facebook and Instagram, resulting in a Close Rate of 27-42%, surpassing the 25% goal.

- Pioneered a new source of high-quality leads by developing an ads strategy, creating compelling content, and successfully running ad campaigns on the TikTok platform.

Digital Strategist. Content Creator at Renovo Home Partners

January 2023 - January 2024

- Transformed company visibility on LinkedIn, achieving a 58% expansion in account reach through a targeted content strategy and B2B brand humanization.
- Engineered an efficient and practical social media planner template, seamlessly implemented across seven partner companies spanning the East to West Coast.
- Harmonized digital marketing teams across seven partner companies through the organization of monthly meetings. Generated insightful reports, offering achievements and actionable suggestions to enhance the social media strategy for each product.

Digital Marketing Manager. Head of Social Media at StarLight Media Group

December 2019 — June 2022

- Garnered "Best Marketing Team" honors at the Effie Awards Ukraine in 2020 and 2021 by effectively managing the Digital Marketing Department, overseeing the Social Media Team, PR team, and digital video production team.
- Secured a nomination for the prestigious PROMAX Awards of Europe in the Social Responsibility Announcement category by orchestrating a comprehensive 360-degree marketing campaign for a new TV product. Developed the promotional video concept in collaboration with the designer and production teams.
- Expanded the company's social media audience from 350,000 to 1.5 million followers (Instagram, Facebook, and TikTok) through strategic social media planning, campaign creation, and impactful influence marketing initiatives to promote TV hosts, shows, and series. Led and managed the Social Media Team.
- Spearheaded the growth of an account from 0 to 500,000 followers, amplifying its reach and impact during the first season of the reality TV show "Ukraine's Next Top Model," inspired by the well-known U.S. show "America's Next Top Model" by Tyra Banks. Developed a comprehensive social media strategy, created compelling photo and video content, and managed communications.
- Clinched a bronze award at the Effie Awards Ukraine in the "New Technologies and/or Media Innovations" category for an innovative 360-degree Marketing Campaign for Rexona Unilever, a commercial client. Collaborated with Sales, Design, and Technical departments to implement groundbreaking ideas across Social Media, website, and TV.
- Drove a substantial increase in subscribers from 150,000 to 1 million and boosted income from YouTube by generating unique ideas for video content, managing and optimizing the YouTube channel, leveraging influence marketing tools, and collaborating with production teams and OTT platforms.

EDUCATION

Master's degree, Kherson State University, Kherson

September 2002 — August 2007

JUDGE

Promax Asia, ANZ, and Africa 2020, 2021, 2023

Digital Reinvent 2023.

HONOURS AND AWARDS

PROMAX Awards of Europe, 2020

2020

'Social Responsibility Announcement Award'

Effie Awards, 2015

October 2020 — November 2020

New Technologies and/or Media Innovations'