

Karyna Yakymchuk

Business Development Manager | Digital Marketing Specialist | Media Buyer

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I am a seasoned media buying and digital marketing professional with a proven track record. **My expertise encompasses strategic planning and the effective implementation of campaigns to enhance your brand visibility.** Through a meticulous analysis of the target audience and market trends, I craft innovative strategies focused on engaging the target audience and driving conversions.

Utilizing various media platforms, including social media, contextual advertising, and influencer marketing, **I provide comprehensive control and tracking of campaign performance, allowing you to witness a tangible impact on your business.** My objective extends beyond mere product or service promotion; I strive to develop holistic strategies tailored to achieve your business goals. Whether it's

elevating brand awareness, boosting sales, or fostering audience engagement, I am committed to taking ownership of your project's success and ensuring its effectiveness.

As your business development consultant, my role encompasses a broad spectrum of services geared towards growing your business. From strategic planning and effective marketing campaigns to optimizing business processes and developing online marketing strategies, including social media and content marketing, I am dedicated to enhancing the efficiency of your operations. My action plan involves gaining a profound understanding of your business needs and goals, analyzing your current situation to identify development opportunities, creating a customized strategy for goal achievement, implementing planned strategies with a focus on continuous improvement, and providing regular analysis of results through comprehensive reporting.

I eagerly anticipate the opportunity to collaborate with you and collectively achieve success in your business!

Experience

QuantumConsult Nov 2022 — Present

Business Analyst Europe

Advising clients on digital marketing and online strategy development. Use of analytics to optimize campaigns and achieve defined KPIs.

InnoSolutions Tech Jul 2022 — Nov 2023

Marketing Manager USA

Development and implementation of marketing strategies for technological innovations. Team management and implementation of complex marketing campaigns.

TechSprint Solutions February 2023 — December 2023

Media Buyer UK

Education

Ivan Franko National University of Lviv

Management

Skills

- Strategic Planning
- Marketing and Sales
- Process optimization
- Internet Marketing
- Communication skills
- Analytics and Optimization
- Creativity and Innovation
- Team management
- Adaptability
- Analytical Thinking
- Target audience analysis
- Working with ad platforms
- PPC

Languages

Ukrainian - Fluent

Russian - Advanced

English - Upper-Intermediate

German - Beginner

References

I. "Karina Y. has proven to be a very competent and efficient business analyst at **QuantumConsult**, where she has been working since November 2022 and till now. Her main responsibilities include advising clients on digital marketing and developing online promotion strategies.

With a deep understanding of the digital environment, Karina is adept at using analytics to optimize campaigns and achieve defined KPIs. Her skills prove particularly useful in developing effective strategies to achieve success in the online environment.

Karina stands out not only for her technical qualifications, but also for her ability to work with clients, providing them with valuable advice and high-quality solutions. her contribution to our team is invaluable, and we look forward to further success in his/her professional development."

II. "Karyna serves as a media buyer on our team and her contribution to our success is impressive. From February 2023 until December 2023, she has successfully handled a large number of responsibilities, demonstrating impressive skills and efficiency in media buying.

In particular, Karyna has a high level of expertise in social media advertising, where she successfully develops and optimizes Facebook campaigns. He is also good at geo-targeting, adapting strategies to different geographic markets.

Karyna is also highly skilled in contextual advertising, particularly in Google Ads, where she skillfully customizes keywords, creates attractive ads, and carefully analyzes the results for maximum efficiency.

Her uniqueness lies in the successful use of ready-made offers to create attractive and highly converting advertising materials. Thanks to his/her skills in media campaign management, our company ensures not only visibility but also meaningful impact on the target audience.

Karyna is a true professional in her field, and her work contributes significantly to our success in media advertising."