

I am a young lawyer with a passion for marketing who is seeking a position where I can use my knowledge and skills to help a company achieve its goals.

## WORK EXPERIENCE

### **Digital Marketing Manager (NDA) October 2023 - ongoing**

- Developing the marketing strategy for USA and EU markets during rebranding process (SaaS, B2B).
- Creating a CRO plan for a website, running A/B tests based on Google Analytics, Hotjar, Amplitude and HubSpot insights.
- Conducting market research, target audience, industry, and competitor analysis.
- Distributing content, managing and optimizing marketing channels.
- Writing SEO-optimised landing pages, product release notes, marketing copy, case studies, ad creatives, emails, and sales materials.
- Managing Social Media Marketing processes and creating a content strategy for social media.

### **Content Manager and Marketing Assistant at Sciforce August 2022 - October 2023**

- Conducted marketing research on the topics for technical articles to publish on the website of the company.
- Wrote technical articles on MedTech, FinTech, Health Tech, AgriTech, and EdTech, AI, ML in a user-friendly manner on the blog of the company (company's website and Medium).
- Developed content marketing strategy, social campaigns, and content roadmap for social media (Medium, LinkedIn, Facebook, Twitter).
- Coordinated copywriters' team.
- Conducted competitor's research and customer interviews for case studies.
- Created content for marketing needs.

### **IT Copywriter and Marketing Assistant at ElifTech June 2022 – July 2023**

- Conducted market and competitor's research for articles that were published on a website of the company.
- Wrote SEO-optimized articles and case studies on FinTech, AgriTech, Mobile Development, IoT, Custom Software Development, e-Commerce, Blockchain, UX/UI, Outsourcing, Artificial Intelligence, and many other topics on the blog of the company.
- Monitored competitor performance in local search engines and feedback insights into marketing strategy
- Monitored SEO ranking performance for key search terms in designated market
- Placed focus on the consumer-centric approach that allows the client to effectively communicate product and service to the end-user in a manner that is crisp and concise.
- Aimed at user-friendly writing that not only gets the message right but also positively affects the brand, sales, and customer satisfaction while minimizing expenses.
- Conducted analysis and review of metrics, giving insights for further development and improvement of the social media strategies.

- Managed the SMM project from scratch aimed at developing a lead generation for an IT company (resulted in 15-20 new clients for software development per month)
- Created SMM strategy and content plan (LinkedIn) for the profiles of senior-positions employees to show the potential clients the professionalism of our team.
- Conducted market research and key audience research for purposes of company services improvement and meeting the requirements of potential clients.

#### **Intern at Advant-Beiten**, Germany, Munich June 2023 – September 2023

- Conducted legal research regarding current cases of the company on International Commercial Arbitration
- Took part in the drafting of the legal arguments for settling the dispute between Valentino and the supplier of the goods.
- Took part in drafting the legal arguments for settling the dispute between Valentino and the supplier of the goods.
- Drafted legal memoranda
- Wrote legal articles for the blog of the company

#### **Junior Lawyer at YouPalGroup**, Sweden, Stockholm January 2023 – present (part-time)

- Working with an AI medical project (X-ray diagnostics using Machine learning)
- Responsible for handling all privacy law issues of the project under the control of the Head of Legal.
- Ensuring that all data handling and processing practices comply with relevant regulations and company policies (e.g., GDPR and Ethical AI Guidelines).
- Drafting requests for data rectification and erasure.
- Preparing and drafting the documents for litigation regarding the right to rectification and erasure of personal data with one of the most popular search engines in the world.

#### **Legal Advisor at Legal Clinic of the Ukrainian Catholic University**, September 2022 – September 2023

- Provided free legal aid to socially disadvantaged groups (usually members of military organizations, veterans of war, or people who can not afford a lawyer) by resolving civil claims, oral and written consultations, and drafting procedural documents (statements of claims to the court, applications, complaints).

#### **Social Media Marketing Manager for a youth forum “Ye Contact”**, June 2021-September 2021

- This was a non-profit project created by a few students who strive to change the system of youth employment in Ukraine.
- My role in this project was the development of SMM strategy, content plan, and coordination of the team of copywriters.

## EDUCATION

**Bachelor of Laws (LL.B.)**, Full-tuition Scholarship for 4 years at Ukrainian Catholic University  
**Erasmus +**, Palacký University Olomouc, Czech Republic

## ADDITIONAL EDUCATION & TRAINING

Participant in a course **Digital Marketing by Genius Space**

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Participant in a course **Introduction to the Content OS 2.0 by Justin Welsh**

Participant in a certificate program **"Human Rights in Digital Era" by OSCE**

Participant in a course **Privacy Law and HIPAA**, University of Pennsylvania

Participant in a course **The Web Developer Bootcamp**, Udemey

**Co-coach of a team for an International Legal Competition** (Vienna Data Protection Moot Court)

**Member of the International legal competition on GDPR (Helsinki Information Law Moot Court)**

- Our team was included in the "Top-teams list", which was nominated for the final rounds of the competition. The team achieved excellent results in the competition, including 3rd place in the oral pleadings and 2nd place in the written pleadings.

**Member of the team for an International legal competition on GDPR (Helsinki Information Law Moot Court), Helsinki, Finland**

- Our team was honored to take part in the final rounds of the competition, but, unfortunately, due to the war circumstances, we could not participate.

## LANGUAGES

Ukrainian (native), English (fluent), Russian (unfortunately, fluent), Czech (intermediate), German (pre-intermediate), Polish (pre-intermediate)