

Sasha Mogilevets

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Summary

I'm a creative and data-driven marketer with experience in social media strategy, content creation, and brand activations. I specialize in crafting campaigns that engage audiences, build communities, and drive measurable results. With a background in influencer partnerships, experiential events, and analytics, I thrive at the intersection of storytelling and strategy. I'm passionate about leveraging data and creativity to elevate brands and deliver impactful experiences.

Education

University of California, Davis | *Bachelor of Applied Arts, Psychology and Tech Management*

Davis Aug 2022 - Jun 2024

Universitat Autònoma de Barcelona | *Bachelor of Arts, Psychology*

Experience

NEXT HEALTH | *Brand & Community Experience Associate*

Apr 2025 - Present

- Elevated the client experience for a luxury wellness brand offering stem cell therapy, longevity treatments, and performance health services.
- Acted as the primary touchpoint for high-profile clients, ensuring clear communication, brand-aligned service, and a seamless in-clinic journey.
- Upheld confidentiality and compliance standards while supporting brand reputation and guest satisfaction.
- Partnered with marketing and operations to relay client insights, improving community engagement and retention.

Atmosfy | *Growth Marketing Specialist*

Feb 2023 - Aug 2025

- Created and optimized 500+ videos, increasing audience engagement and local business visibility.
- Produced content for Kygo events, leading to measurable increases in reach and retention.
- Analyzed audience metrics to inform content strategy and improve app growth.
- Helped the startup refine product and user experience through feedback and testing.

Soothing House LLC | *Assistant Product Marketing Manager*

Feb 2024 - Dec 2024

- Developed TikTok/IG content strategies for a premium skincare line that enhanced brand visibility and engagement
- Conducted consumer + trend research to shape high-end, beauty-aligned storytelling.
- Led competitive analysis and strategic product positioning for digital launches.
- Increased social media engagement by improving visual content and refining brand tone, leading to greater customer interaction and brand loyalty

Bonneville International | *Event & Promotions Assistant*

Sep 2022 - Sep 2023

- Supported the Promotions Director in executing large-scale events — including Country in the Park, major concerts, Sacramento Kings game activations, and community fundraisers — overseeing setup, vendor coordination, and on-site logistics.
- Delivered exceptional client, sponsor, and guest experiences by managing inquiries, facilitating smooth event flow, and serving as a reliable point of contact for partners, VIPs, and attendees.
- Created and scheduled engaging social content to promote upcoming events, strengthen partner visibility, and drive listener attendance across multiple station platforms.

Bilin Technology | *Sales And Marketing Specialist*

Jul 2022 - Jan 2023

- Executed email marketing campaigns for global segments using HubSpot, enhancing audience engagement and driving sales growth
- Optimized the marketing funnel to improve campaign performance, resulting in a sustained increase in customer engagement over months

Top Skills

- Data Analysis, Digital Marketing, Content Creation / Content Production, Marketing Experience, Customer Service, Social Media Marketing, Growth Marketing, Brand Management, Public Relations, Psychology

Projects

Sash.foodie | <https://www.instagram.com/sash.foodie/?hl=en> | *Instagram*

Aug 2021

- Built an engaged following of 7k+ on Instagram by reviewing restaurants and food products, creating visually captivating content with high-quality food photography.
- Featured on Sacramento's local TV show, showcasing expertise in food and restaurant reviews, further enhancing visibility
- Collaborated with brands like Ohza, Moss, Prosecco, Corona, Swoon, Bloom, Bubbies, and more for sponsored content, promoting products to a broad audience and driving brand awareness.

Brand Activations & Events Associate | *ESKEMÉNA*

Sep 2025 - Oct 2025

- Supported luxury brand events, working directly with the founder to deliver elevated, editorial-level experiences.
- Coordinated on-site logistics, tablescapes, guest gifting, and vendor communication.
- Managed interactions with media, creators, and industry contacts to ensure polished event flow.

L'Oréal Brandstorm Competition 2023 & 2024 Participant | *L'Oréal*

Feb 2023 - Nov 2024

- Built tech-driven marketing campaigns merging AI personalization with influencer-driven storytelling
- Developed innovative strategies focused on luxury beauty consumers.
- Led creative direction and video production across Adobe + mobile editing tools.

Languages

- Russian, English, Spanish, Ukranian

Certifications

- INSIDE LVMH Certificate
- Project Management Foundations: Requirements
- Management of Fashion and Luxury Companies
- Foundations of Digital Marketing and E-commerce