

SASHA MOGILEVETS

PROFESSIONAL SUMMARY

Marketing & Content Strategist with 4+ years of experience blending analytical and creative skills to develop impactful marketing campaigns and enhance brand engagement. Proven track record working with global brands like L'Oréal as well as smaller companies, crafting data-driven strategies that drive audience interaction and conversion rates. Skilled in cross-functional collaboration, brand management, and social media optimization, with a reputation for excellent communication, quick adaptability, and effective team leadership. Eager to apply my skills in marketing, communications, and brand strategy within the fashion and beauty industry.

EMPLOYMENT HISTORY

DIGITAL MARKETING SPECIALIST

Atmosfy

Feb 2023 - Present

Remote

- ◆ Create 300+ videos, boosting brand identity and online engagement by 30% in six months.
- ◆ Produced 150+ videos for local businesses, enhancing customer awareness by 5%.
- ◆ Implement video strategies to improve audience retention and interaction.
- ◆ Analyzed audience metrics to refine video strategy, leading to measurable improvements in engagement rates.

ASSOCIATE PRODUCT MARKETING MANAGER

Soothing House LLC

Jan 2024 - Dec 2024

Remote

- ◆ Participated in developing luxury skincare social media strategies for TikTok and Instagram, enhancing brand visibility.
- ◆ Analyzed beauty trends and consumer insights to refine content, aligning with luxury brand standards.
- ◆ Crafted exclusive marketing initiatives, resulting in increased engagement and measurable growth.
- ◆ Utilized competitor analysis to drive content strategy improvements and align with market expectations.
- ◆ Implemented strategic product positioning through competitive market research, optimizing luxury skincare product launches across digital channels

SALES AND MARKETING ASSOCIATE

Bilin Technology

Jul 2022 - Jan 2023

- ◆ Created targeted email marketing campaigns for domestic and international markets, increasing customer engagement.
- ◆ Managed and tracked 500+ leads monthly using HubSpot, optimizing the lead generation process.
- ◆ Conducted conversion funnel analysis, achieving a 5% monthly improvement in key campaign metrics.

LOGISTICS OPERATIONS MANAGER

Ryda Tech IT

Jul 2021 - Jan 2022

- ◆ Oversaw division-level managers, operations, sales, finance, and HR in a matrix business environment at Ryda Tech IT.
- ◆ Designed website components and implemented process improvements to drive organizational culture and business growth.
- ◆ Managed B2B product implementations for Tribeca Companies and Checkout.com, partnering with vendors and suppliers to effectively manage budgets.
- ◆ Orchestrated complex logistics operations while maintaining rigorous quality standards and meeting all client delivery deadlines

EDUCATION

BACHELOR OF ARTS IN PSYCHOLOGY & TECHNOLOGY MANAGEMENT

University of California, Davis

2022 - 2024

Davis

CERTIFICATE OF ACHIEVEMENT (STUDY ABROAD)

University of Autonomia Barcelona

2023

ASSOCIATE DEGREE IN PSYCHOLOGY & BUSINESS ADMINISTRATION

Diablo Valley College

SKILLS

Digital Marketing, Brand Management, Content Marketing, Email Marketing, Social Media Optimization, HubSpot, Adobe Suite, Canva, PicsArt, Mailchimp, Excel, Shopify, WordPress, Slack, Social Media Ads, Project Management, Cosmetic/Fashion Marketing, Public Relations.

LANGUAGES

English (*Native*), Russian (*Native*), Spanish (*Proficient*).

ADDITIONAL INFORMATION

COMPETITION PARTICIPANT

L'Oréal Brandstorm

Beauty Bombers (2023):

- ◆ Developed an exclusive influencer-brand strategy, leveraging celebrity partnerships to personalize skincare product promotion and address specific concerns.
- ◆ Conceptualized a tech-driven marketing approach, integrating AI-powered recommendations and beauty routines, enhancing the luxury consumer experience.

Femmes En Avante (2024):

- ◆ Developed an innovative video campaign for L'Oréal, integrating cutting-edge technology and influencer storytelling to boost brand engagement with luxury beauty consumers.
- ◆ Led creative direction and content production using Adobe Illustrator, CapCut, Canva, and PicsArt to create visually compelling, high-end marketing assets.

ORGANIZATIONS & CLUBS

Economic and Business Student Association (EBSA) | UC Davis

- ◆ Collaborated with a team to formulate and implement effective marketing strategies for the club's initiatives, ensuring alignment with overall goals and objectives.
- ◆ Played a key role in coordinating and executing team-based projects, demonstrating adaptability and collaboration in achieving shared objectives.
- ◆ Participate in a marketing case analysis competition, applying theoretical knowledge to solve real-world business challenges.
- ◆ Conducted marketing research for a potential holiday product line for Nike
- ◆ Competed in Case Analysis Competition against 12 other teams in front of a panel of judges

INSTAGRAM FOOD INFLUENCER

Sash.Foodie

- ◆ Built an engaged following of 7k+ on Instagram by reviewing restaurants and food products, creating visually captivating content with high-quality food photography.
- ◆ 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.
- ◆ Featured on Sacramento's local TV show, showcasing expertise in food and restaurant reviews, further enhancing visibility.

ADDITIONAL LICENSES & CERTIFICATIONS

LINKEDIN

Business Analyst and Project Manager Collaboration

LINKEDIN

Project Management Foundations; Requirements

COLUMBIA UNIVERSITY

The Age of Sustainable Development

GOOGLE

Foundations of Digital Marketing and E-commerce

META

Introduction to Social Media Marketing