

# SASHA MOGILEVETS

## PROFESSIONAL SUMMARY

Recent graduate with a strong passion for entering the creative industry, particularly in Public Relations, Project Management, Marketing, and Digital Media. Experienced in social media strategy, content creation, and data analysis, with a proven ability to drive engagement and support brand growth.

## EMPLOYMENT HISTORY

### DIGITAL MARKETING SPECIALIST

Feb 2023 - Present

*Atmosfy*

*Remote*

- Produced 500+ brand videos, helping secure a spot among the platform's top 100 creators and significantly increasing audience engagement
- Collaborated with the app development team by reporting user feedback, directly contributing to feature improvements and enhanced user experience
- Created and executed retention-focused video strategies that boosted viewer interaction and long-term engagement

### ASSOCIATE PRODUCT MARKETING MANAGER

Jan 2024 - Dec 2024

*Soothing House LLC*

*Remote*

- Supported the development and execution of product strategies for Soothing House LLC, focusing on body oils and skincare solutions, contributing to product growth and enhanced customer engagement
- Led social media campaigns that resulted in a 30% increase in engagement and a 55% growth in followers within six months
- Analyzed competitor products and industry trends to inform the product lifecycle, from concept to launch, ensuring alignment with customer needs and the evolving skincare market
- Utilized tools like Canva, TikTok, Adobe Suite, and Instagram to create content that showcased product benefits, educating consumers on skincare solutions

### SALES AND MARKETING ASSOCIATE INTERN

Jul 2022 - Jan 2023

*Bilin Technology*

- Managed 500+ B2B leads monthly in HubSpot, optimizing funnels and improving campaign metrics by 5%
- Revamped B2B email marketing strategy, launching targeted campaigns that significantly increased engagement and conversion rates

### LOGISTICS OPERATIONS MANAGER

Jul 2021 - Jan 2022

*Ryda Tech IT*

- Oversaw cross-functional teams—including operations, sales, finance, and HR—at Ryda Tech IT, driving process improvements, designing website components, and supporting business growth
- Led B2B product implementations for Tribeca Companies and Checkout.com, managing vendor partnerships, budgets, and complex logistics while ensuring high quality and on-time client delivery

## EDUCATION

### BACHELOR OF ARTS IN PSYCHOLOGY & TECHNOLOGY MANAGEMENT

2022 - 2024

*University of California, Davis*

*Davis*

### CERTIFICATE OF ACHIEVEMENT

2023

*University of Autonomia Barcelona*

## SKILLS

HubSpot, Adobe Suite, Canva, PicsArt, Mailchimp, Excel, Shopify, WordPress, Slack.

## LANGUAGES

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

## ADDITIONAL INFORMATION

### COMPETITION PARTICIPANT

*L'Oréal Brandstorm*

Beauty Bombers (2023):

- Developed an influencer strategy using celebrity partnerships and AI-powered recommendations to personalize skincare promotion and elevate the luxury consumer experience

Femmes En Avante (2024):

- Developed a tech-driven video campaign for L'Oréal, blending influencer storytelling and personalized messaging to boost engagement with luxury beauty consumers; led creative direction using Adobe Illustrator, CapCut, Canva, and PicsArt to deliver premium content

### 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.