

Tatiana Burda

Marketing Specialist

Profile

I am a marketing specialist with over three years of experience. I have worked extensively in social media, content creation, and email marketing. My skills include campaign management, copywriting, and data analysis. I am a strategic thinker who can see the big picture and develop creative solutions to achieve objectives. I have a track record of successful projects that have delivered results for my clients.

Employment History

Marketing Specialist at Google, MO

May 2022 - Present

- Wrote and distributed monthly newsletters to subscribers, resulting in a 10% increase in web traffic.
- Ideated and implemented a new social media strategy that increased followers by 15%.
- Planned and executed 3 successful email marketing campaigns, increasing click-through rates by 5%.
- Managed all aspects of trade show booth design and execution, within budget.
- Wrote copy for 4 direct mail pieces which generated \$100k in sales.

Associate Marketing Specialist at Yahoo, MO

Sep 2019 - Apr 2022

- Led the development and execution of an integrated marketing campaign that generated a 20% increase in web traffic and a 10% increase in sales.
- Developed and implemented a social media strategy that increased followers by 25% within 3 months.
- Wrote, edited, and designed high-impact email campaigns that achieved open rates averaging 30% above industry standards.
- Managed all aspects of trade show booth design, production, shipping, set-up/breakdown, staffing, and lead capture for 4 major events annually.

Education

Bachelor of Science in Marketing at Missouri State University

Aug 2014 - May 2019

Some skills I've learned are: effective communication, teamwork, problem solving, and critical thinking.

Certificates

Google Analytics Individual Qualification

May 2021

Google Ads Certification

Jul 2019

Details

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Links

[linkedin.com/in/tatianiaburda](https://www.linkedin.com/in/tatianiaburda)

Skills

SEO

Google Analytics

Social Media Marketing

Email Marketing

Content Writing

Graphic Design

Languages

English

Bengali

Hobbies

Photography

Traveling

Cooking