



# KSENIIA DERIAGINA

Social Media Specialist |  
Content Creator

+382 68623803

kseniia.deriagina@gmail.com

<https://koxi.store>

Montenegro

## EDUCATION

Stieglitz State Academy of Arts  
2009 – 2015

Specialist Artist and Designer

## KEY ACHIEVEMENTS

- Elevated social media engagement rates by **40% year-over-year**
- Increased conversion rates by **30%** through strategic content management
- Forge ongoing media relationships with social media followers of a total of **600M coverage**
- Crafted and implemented customer personas based on user interviews **Contributing to a 55% increase in social media advertising ROI.**
- Managed media budget **Increase Sales by 3 times the invested budget and attract customers using viral content**

## LANGUAGE

English – fluent  
Russian – native  
Ukrainian – basic

## Professional Summary

Dynamic and innovative Digital and Social Media Manager & Content Creator with over 8 years of experience in enhancing online presence and audience engagement. Expert in developing targeted social media strategies and compelling content that drives business growth and strengthens brand identity. Proven track record in creating viral campaigns, optimizing content for SEO/SEM, and leveraging analytics for strategic decision-making.

### Core Competencies:

#### Social Media Management

- Expert in enhancing brand presence and engagement on platforms like Instagram, Facebook, TikTok, and YouTube.
- Versatile in managing diverse social media and digital platforms, including LinkedIn, Pinterest, and emerging channels, with tailored strategies for each audience.

#### Content Creation

- Proficient in creating engaging content and campaigns for niche platforms to maximize audience interaction and visibility.
- Skilled in SEO-based copywriting, optimizing content effectively to drive organic search traffic.

#### Digital Marketing Expertise

- Experienced in email marketing, executing campaigns that elevate engagement and conversions.
- Adept in influencer marketing, leveraging key influencer relationships to broaden brand reach and enhance credibility.
- Certified in Google Analytics and Meta's Blueprint, continually advancing my expertise in the fast-paced digital marketing field.
- Engaged in continuous learning through workshops and webinars, refining skills and staying current with digital marketing trends.

Eager to bring a unique blend of artistic creativity and technical expertise to a forward-thinking company, where I can contribute to impactful digital marketing and content creation initiatives.

## SKILLS

Viral Campaign Creation  
Facebook  
Instagram  
Content Auditing  
SMM Strategy  
Facebook Ads  
Tiktok  
Adobe Creative Suite  
SEO/SEM  
Youtube  
Hootsuite  
Video editing  
Graphic Design  
Google Analytics  
Developed creative content  
Brand Activation  
Creative Industries  
Media Planning  
Attention to Detail  
Strategic Thinking

## PROFESSIONAL SUMMARY

Enthusiastic and innovative Content Creator with over 8 years of experience in SEO, SEM, and leading cross-functional teams. Demonstrated success in driving significant growth in website traffic and user engagement, combining technical expertise with creative content strategies. Known for designing unique content strategies that boosted website traffic by 50% and for managing substantial social media budgets to launch successful viral campaigns.

## MY SOCIAL MEDIA

● Instagram.com/ksu.koxi  
● Tiktok: ksu.koxione

## Experience

○ 7/2023 - 09/2023

New Wakesurfing Destination in Montenegro

### Content Creator and Social Media Marketing Manager

As a Social Media Marketing Manager for Wakesurf Montenegro, I successfully launched and amplified the brand's digital presence across all platforms, achieving a remarkable follower growth on Instagram to 1,400 in just two months. This was part of a strategic seasonal campaign to outperform competitors before the end of the season. Key accomplishments included leveraging reels for maximum engagement, resulting in 4.8 million views, and forming partnerships with influencers for cost-effective exposure. Additionally, I expanded the brand's online footprint on Google, TripAdvisor, and developed the website, while efficiently managing targeted advertising campaigns to maximize ROI.

○ 2022 - 06/2023

Villa Elegance Real Estate Dubai

### Content Creator and Social Media Marketing Manager

Led an innovative social media strategy for Dubai's luxury real estate market, focusing on high-quality video content and engaging narratives. Enhanced the brand's appeal and online presence, achieving a 150% increase in client inquiries via social media. Boosted website traffic by 30% through effective content optimization and social media integration. This strategic approach led to improved search engine rankings and a stronger digital footprint, setting new standards in luxury real estate marketing.

○ 2021 - 2022

Gdrive Team | Saint-Petersburg

### Content Creator and Social Media Marketing Manager

News portal of the Gazprom company's sports direction, which provides support for athletes in the auto industry Le Mann 24, Dakar, as well as the VHL hockey team, and the Olympic figure skating team. The task of social networks in this direction was to bring the audience closer to the main company through interaction with content, to increase the involvement of fans in sports. Increased all engagement KPIs within a 700K-member Instagram and TikTok group from the start, achieving significant growth within the first 6 months of the job through partnerships with local suppliers and the implementation of viral content guidelines. Conducted 3-month user interviews to craft actionable customer personas, contributing to 55% increase in social media advertising ROI for marketing department. Increased brand awareness, coverage on social networks over 500M views.

○ 02/2020 - 2021

Bodykit Car | Worldwide

### Content Creator and Social Media Marketing Manager

Reach increased by 800% just by creating viral content. Product sales amounted to x3 of the invested advertising budget. Achieved remarkable growth in a niche market, with the Instagram account witnessing an organic increase from 1700 to 35 000 engaged followers in Instagram, from 0 to 183 000 in TikTok. Crafted innovative content comprising videos, graphics, and textual material, resulting in a subscriber growth of 90%. Identifying key audience personas ensuring maximum content engagement. Analyzed metrics and KPIs to optimize social media strategies and enhance campaign effectiveness.

○ 2012 - 2020

KOXI Carpenter | Saint-Petersburg

### Content Creator and Social Media Marketing Manager

Generated \$230,000 in sales within the viral content. Average social media coverage per month is 1-2m views. Developed creative content, including videos, graphics, and text, leading to a 30% increase in subscriber numbers. Conducted webinars and training sessions for the team, improving their competencies in social media.