

Petro Borysov

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Job Objective	Digital Marketer
Skills	<ul style="list-style-type: none">· Digital Marketing· Search Engine Optimization· Creative writing· Content creation· Team Management· Social Media· Public Relations· Upper-Intermediate English
Experience	<p>Head of Content <i>SpurIT eCommerce Solutions (eCommerce Development Company)</i> <i>September 2017 – September 2019</i></p> <ul style="list-style-type: none">● Managing a team of remote writers:<ul style="list-style-type: none">- hiring- interviewing- supervising- editing- handling native proofreading● Content strategy creation● Single-handedly copywriting:<ul style="list-style-type: none">- eCommerce texts- email follow-ups- blog articles

Customer Success Manager

Roobykon Software (Web Development Company)

January 2017 – June 2017

- Lead generation
- Email marketing
- Portfolio maintenance
- Marketing materials creation

Digital Marketing Specialist

Web Design Sun (Web Development Company)

August 2016 – December 2016

- Developing the company's marketing strategy.
- Monitoring competitor activity.
- Developing new channels of lead generation.
- Coordinating marketing campaigns with sales activities.
- Overall responsibility for brand management and corporate identity.

Digital Marketing Specialist

WOW-HOW Studio, Kharkov (Digital studio)

August 2016 -January 2016

- Developing the company's marketing strategy
- Monitoring competitor activity
- Writing copy
- Regular collating and analysing campaign performance
- Co-ordinating marketing campaigns with sales activities
- Manage and improve lead generation campaigns
- Overall responsibility for brand management and corporate identity

Brand Manager

Historical Medieval Battle International Association, Kharkov (Sports)

January 2016 – November 2016

- Public Relations
- Press Outreach
- Social Media (official website and social media content creation)
- Management of the corporate multi-media production

Creative Manager

WOW-HOW Studio, Kharkov (Digital studio)

January 2016 – August 2016

- Creating tasks for graphic designer
- Developing concepts of the new projects

Creative Copywriter

Freelance

	<p><i>June 2015 - now</i></p> <ul style="list-style-type: none"> ● Creating content for a wide range of industries, especially IT <p>Creative Copywriter <i>Eastern Peak Software, Kharkov (Software development)</i> <i>June 2015 – December 2015</i></p> <ul style="list-style-type: none"> ● Writing blog articles ● Developing corporate website content ● Creating tasks for graphic designer <p>Creative Copywriter <i>DDI Development, Kharkov (Software development)</i> <i>November 2014 – June 2015</i></p> <ul style="list-style-type: none"> ● Writing articles and search engine optimized texts ● Assistance in developing the company's marketing strategy ● Creating tasks for graphic designer <p>Public Relations Executive <i>Nika Entertainment, Kharkov (Game development)</i> <i>May 2014 - October 2014</i></p> <ul style="list-style-type: none"> ● Public Relations ● Social Media ● Press Outreach ● Content Creation ● Writing <p>Community Manager <i>Nika Entertainment, Kharkov (Game development)</i> <i>February 2014 – May 2014</i></p> <ul style="list-style-type: none"> ● Social Media ● Content creation ● Events and event planning ● Customer relations ● User technical support <p>PhD Student <i>Institute for Problems of Cryobiology and Cryomedicine, Kharkov</i> <i>November 2010 – November 2013</i></p> <ul style="list-style-type: none"> ● Conducting literature reviews ● Collecting and analyzing data ● Participating in scientific conferences ● Experimental lab research
Education	<p>Master of biology <i>V. N. Karazin Kharkiv National University</i></p>

	<p><i>September 2004 – July 2009</i></p> <p>Courses:</p> <ul style="list-style-type: none">● I-marketing School (Kharkov)● Soft-skills, Source IT (Kharkov)● Master of Political Management Lecture Centre (Kiev)● Free Journalism School (Kiev)
<p>Personal Qualities</p>	<ul style="list-style-type: none">● Employing creative approach, unconventional thinking● Quick learner● Strong communication skills● Perfect team player● Social and easy-going