

ELINA VODOGREEVA

Houston, TX

Phone: 832-873-5070 | **Email:** elinavodogreeva@gmail.com

LinkedIn: linkedin.com/in/elina-vodogreeva | **Portfolio:** ev-marketing.net

SUMMARY

Certified digital marketer with 4 years of experience in executing successful marketing offline and online projects and a background in B2B and B2C sales. An analytically minded and result-driven individual who knows how to achieve business objectives and targeted KPIs through SEO and SEM. A motivated self-starter and collaborative team player who isn't afraid to thrive in a fast-paced environment and see projects through to completion.

SKILLS

Hard Skills: SEM, Google Search/ Display Campaigns Optimization, Paid Social Media (Meta Ads and LinkedIn Ads), Keyword Research, Bid management, Brand Strategy, Data Analysis, SEO, Content Marketing, knowledge of HTML and CSS, familiar with JavaScript.

Tools: Wordpress, Semrush, SurferSeo, Screaming Frog, SpyFu, Moz Pro, Ahrefs, Hubspot, Google Analytics, Canva, Microsoft Office, Google Sheets.

PROJECTS

Hedge House Furniture | <https://bit.ly/hedge-house-project>

- Developed the plan for optimizing client's website with SEO best practices for better rankings and users' engagement.
- Performed site audit, competitors analysis and keyword research, made suggestions on improving internal linking structure, created link building strategy, recommendations on current content updates and future content ideas, as well as metadata and technical SEO.

Zillow Social Media Ads | <https://bit.ly/Zillow-Paid-Social-Media>

- Developed the strategy for a multi-platform social media campaign to help build a company's reputation.
- Segmented audiences for targeted campaigns.
- Set up Meta and LinkedIn Ad campaigns with ad creatives, showcasing the brand as a place where employees love to work and a brand that customers love to patronize.

Hotel Zaza Link <https://bit.ly/Hotel-Zaza-Loyalty-Program>

- Crafted a multi-channel re-engagement campaign with measurable objectives and KPIs that align with the business objectives.
- Developed a display advertising campaign that includes creatives.
- Created a social media campaign with channel-specific creative.
- Designed an automated workflow with details about data sources, triggers, and data connections.

RELEVANT EXPERIENCE

Digital Marketing Specialist

Jul 2022 - Present

Freelance, Houston, TX

- Create and optimize campaigns across Google and Paid Social Media (Meta Ads, LinkedIn Ads) for businesses in automotive, insurance, professional services and retail industries.
- Research, strategize, and implement data-driven SEO strategies including content development for social media accounts and websites.
- Analyze performance data and provide campaign reporting.

Acadium (Digital Marketing Apprenticeship)

Jan 2023- Apr 2023

- Assisted in conducting keyword research and analysis to identify strategic opportunities for website optimization.

- Assisted in creating and optimizing content for SEO purposes, including blog posts, landing pages, and posts across GMB and Facebook.
- Implemented on-page and technical SEO techniques, and also updated and verified NAP consistency across citations.
- Utilized SEO tools and software, such as SEMrush and Moz Pro, to conduct competitor analysis, track keyword rankings, analyze backlink profiles, and generate performance reports.
- Assisted in managing and optimizing pay-per-click (PPC) campaigns to improve ad performance and maximize ROI.

Travel Agent

2018 – 2020

“Around the World”, Samara, Russia

- Sold the best travel options in terms of pricing and based on customers’ needs and desires.
- Managed corporate accounts on social media platforms and optimized them with SMM best practices, designed visuals and crafted content.
- Assisted clients with applying for visas process, provided details on required documents and ensured their accuracy.
- Provided more detailed information about a country’s destination, weather conditions, customs, and must-visit places.

Key Accomplishments: Instagram followers growth of 5k+ in 3 months, lead-gen growth on average of 50% more per month and sales increase.

Brand Representative

2016 – 2017

Advertising Agency “InBrief”, Samara, Russia

- Conducted marketing research for a leading international company.
- Achieved the number of generated leads exceeding the established monthly plan by 25%.
- Increased sales over 15% each month at the points of realization of the represented brand.
- Developed outstanding communication with a target audience, which resulted in 7 out of 10 consumers of other brands switching to purchase products of the client’s company.
- Attended weekly meetings and collaborated with the team to determine the following priorities and steps to achieve sales goals.

EDUCATION

Rice University, Houston, TX

Digital Marketing Boot Camp Professional Certification

Nov 2022 - Apr 2023

- An 18-week intensive program focused on gaining skills in social media marketing and advertising, Google ads/ PPC, retargeting, website SEO, Google Analytics & tracking, CRM, and marketing automation workflow.

Samara State University, Samara, Russia

Bachelor’s degree in International Relations

Aug 2014 – Jul 2018

CERTIFICATIONS

- Meta Certified Media Buying Professional: <https://bit.ly/Meta-Certified-Media-Buying-Professional-Badge>
- Google Ads Display Certification: <https://bit.ly/Google-Ads-Display-Certification>
- Google Analytics for Power Users: <https://bit.ly/Google-Analytics-for-Power-Users-Certificate>
- Backlink Management Course: <https://bit.ly/Backlink-Management-Course>
- Local SEO Course: <https://bit.ly/Local-SEO-Course>
- Ultimate Google Ads Training: <https://bit.ly/Google-Ads-Training-Certificate>
- Advanced SEO Strategies: <https://bit.ly/Advanced-SEO-Strategies>
- Wordpress Developer Course: <https://bit.ly/WordPress-Developer-Course-Certificate>
- Introduction to Programming using HTML and CSS: <https://bit.ly/HTML-and-CSS-Course-Certificate>