

# ELINA VODOGREEVA

## DIGITAL MARKETER

### CONTACT

- 832-873-5070
- elinavodogreeva@gmail.com
- www.ev-marketing.net
- www.linkedin.com/in/elina-vodogreeva
- Houston, TX

### SKILLS

- SEM
- SEO (On/Off-page, Technical)
- Google Ads/PPC
- Paid Social Media Advertising (Meta Ads)
- Keyword Research
- Content Creation
- Video Editing
- Visuals/Logo Creation
- Paid Ads Campaign Optimization
- Brand Strategy
- Data Analysis
- Wordpress Website Development
- Knowledge of HTML and CSS, familiar with JavaScript

### TOOLS

- Wordpress
- Semrush
- SurferSeo
- Screaming Frog
- SpyFu
- Microsoft Office
- Local Dominator
- Moz Pro
- Ahrefs
- Hubspot
- Google Analytics
- Google Search Console
- Canva
- CapCut

### PROFILE

Certified digital marketer with over 5 years of experience in executing high-impact online and offline marketing campaigns. Proven expertise in B2B and B2C sales, driving business growth through data-driven SEO and SEM strategies. Results-oriented, analytical, and proactive in achieving KPIs. A self-motivated team player who thrives in fast-paced environments and ensures project success from start to finish.

### WORK EXPERIENCE

#### Digital Marketing Specialist

Freelance, Houston, TX

Jul 2022 - Present

- Increase brand visibility, website/account traffic, and lead generation achieving a minimum ROAS of 350% —with higher returns depending on the niche— through strategic campaign launch and optimization across Google Ads and Paid Social Media (Meta Ads).
- Achieve higher search rankings and first-page positions in SERPs for targeted keywords by implementing data-driven on/off-page and technical SEO strategies. This included creating unique SEO-optimized content and making website structure and design updates to enhance UX.
- Manage social media accounts, create engaging content, and edit videos to drive audience engagement. Achieve organic follower growth and increase brand awareness through strategic content planning, trend analysis, and community interaction.

#### Digital Marketing Apprenticeship

Acadium

Jan 2023- Apr 2023

- Performed keyword research and competitor analysis to drive SEO strategy, improving rankings and site visibility.
- Created SEO-optimized content for blogs, landing pages, and social media.
- Implemented on-page and technical SEO.

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## EDUCATION

### Digital Marketing Boot Camp Professional Certification

*Rice University, Houston, TX*

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.

### Bachelor's degree in International Relations

*Samara State University, Samara, Russia*

Aug 2014 – Jul 2018

## CERTIFICATIONS

- Meta Certified Media Buying Professional
  - Rice University Digital Marketing Boot Camp - Certificate of Completion
  - Digital Marketing Apprenticeship Completion Certificate
  - Google Ads Display Certification
  - Google Analytics for Power Users
  - Backlink Management Course
  - Local SEO Course
  - Ultimate Google Ads Training
  - Advanced SEO Strategies
  - Wordpress Developer Course
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## WORK EXPERIENCE

- Managed PPC campaigns, optimizing ad performance and maximizing ROI.
- Tracked performance to deliver measurable improvements in traffic and conversions.

### Travel Agent and Social Media Manager

*"Around the World", Samara, Russia*

Sep 2018 – Jan 2020

- Increased company profitability by offering travel packages that met customer desires and provided the best value for their budget, ensuring high satisfaction and repeat business.
- Managed corporate accounts on social media platforms with a focus on organic followers growth, by creating appealing posts and visuals.
- 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.
- *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

*Advertising Agency "InBrief", Samara, Russia*

Feb 2016 – May 2017

- 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 represented company.
  - Collaborated with the team to determine the following priorities and steps to achieve sales goals.
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