

Daria Fleikler

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[my LinkedIn](#)

Professional Summary

Creative and performance-driven digital marketer with 3+ years of experience developing and implementing marketing strategies and managing a strong social media presence. Possess excellent communication, problem-solving, and teamwork abilities.

Education

BAS: Digital Marketing, GPA 3.7 | Bellevue College | Seattle, WA Exp: Apr 2023
Associate in Business, GPA 3.9 | Seattle Central College | Seattle, WA Aug 2020
Certifications: Mastering Digital PR (Jan 2023), Content Marketing (exp: Dec 2023), Inbound Marketing (exp: Nov 2023), Email Marketing (exp: Jan 2024), Managing and Analyzing Data in Excel LinkedIn (Oct 2022)

Skills

- **Soft:** Leadership, Attention to Detail, Creativeness, Teamwork, Problem-Solving, Goal Oriented
- **Competencies:** Marketing Strategy, Social Media, Content Creation, Marketing Research
- **Technical:** MS Office (Word, Excel, Outlook, PowerPoint), Tableau, Google Analytics, Paid acquisition (Google, Instagram, YouTube), Adobe Creative Suite, Figma, Canva, CapCut, Hootsuite

Work History

Marketing Intern

KUBODE plants & designs | Seattle, WA Apr 2022 – Current

- Conducting marketed research and surveying 100+ customers to ensure marketing initiatives aligned with customer needs
- Developing and implementing a marketing strategy to provide consistent online messaging across social media channels
- Improved search rankings on leading industry keywords bringing the website from 5th page of the results to the 1st one
- Boosted monthly organic website traffic by 37% by improving the website design and reducing the website load speed
- Produced engaging content for Instagram to capture interest and advertise products, bringing 1000+ followers

Social Media Manager

SV – Sad | Nizhniy Novgorod, Russia | Remote Jun 2019 – Dec 2021

- Successfully managed and led a team of 10 content creators by coaching on social media trends, and industry practices
- Maintained editorial calendar for the efficient and engaging execution of a marketing strategy, increasing reach by 20%
- Successfully spearheaded online marketing campaigns, effectively attracting 1,300+ target follower demographic
- Tracked and analyzed web analytics using Google Analytics to recommend proactive adjustments to social media strategies

Event Coordinator

Plekhanov Russian University of Economics | Moscow, Russia Nov 2017 – Dec 2018

- Organized 15+ events for over 500 attendees to build a student community and elevate the public image of the university
- Formed strong relationships with investors and partners such as RedBull reducing event expenses by more than 5%
- Designed communications materials and event collateral, including posters and brochures, increasing attendance by 15%
- Brainstormed and implemented event themes and entertainment ideas that aligned with the overall event objectives
- Managed administrative logistics of events planning and event promotions, coordinated schedules and timelines for events

Associated Student Council

Plekhanov Russian University of Economics | Moscow, Russia Sep 2016 – Jun 2017

- Served as a leading advisor for a group of 30 newly admitted students to support and connect with the college community
- Assisted university administration by planning and hosting a New Student Orientation and other targeted events
- Welcomed 100+ students during weekly department meetings and gathered suggestions on the quality of student life
- Represented student interests to the university administration by developing projects for a research support program

Achievements:

Collegiate DECA Regional Competition
Collegiate DECA Regional Competition

2nd place | Advertising | Mar 2021
3rd place | Starting a Business | Nov 2021