

Marta
Muske

Professional Portfolio

MMM
Marta Muske



Education



Master's Degree: Business Administration (MBA)

2015-2018

San Jose State University (USA)



Masters Degree in Economics and Management

2008-2013

St. Petersburg Polytechnic University (Russia)

- Google Digital Marketing and E-Commerce Certificate
- Digital Marketing Certificate by Workforce Institute



Work Experience

Marketing of DotHR Consulting boutique agency

Marketing Achievements

- Boosted customer engagement by 30% and increased conversions by 25% through managing all digital marketing channels, ensuring brand consistency.
- Increased social media traffic by 100% through strategic social media marketing plan for 4 platforms (LinkedIn, Facebook, X, Instagram), resulting in higher site conversions
- Newsletter email campaign achieved a 25% increase in open rates by implementing personalized subject lines, resulting in higher engagement and click-through rates
- Giveaways on psychometric assessments resulted in 200 new leads and a 30% increase in website traffic, boosting brand awareness and engagement.
- Increased social media engagement by 40% through a content strategy focused on storytelling and visual appeal, resulting in a larger and more active online community
- Drove DotHR to achieve top Google SERPs ranking for 'psychometrics HR agency', resulting in a significant increase in organic website traffic and client inquiries with SEO-based approach.



Work Experience

Mobile Application Eureka

Development and promotion of dating application that enables users to express love in a completely new and easy way.

Marketing Achievements

- Achieved 10K + downloads on App Store and Google Play with both organic reach and Paid search /display ads.
- Expanded reach to India, which demonstrates effective marketing strategies targeting diverse audiences across different regions.
- Positive reviews and ratings (4.5 *) boosted the app's credibility and attracted more users through social proof.
- Collaborated on the development of 4 product demo videos within a 10-week timeframe, leading to a 30% increase in customer inquiries and sales conversions
- Press release statements and infographics generated 15% more media coverage in the first quarter, elevating brand recognition and industry authority
- Implemented targeted Facebook campaigns that led to a 40% rise in customer engagement over 9 months, enhancing brand loyalty and market presence.



Marketing Campaigns

- **Socila Media Management:** Facebook, Instagram, X, LinkedIn
- **Promotions/Advertising:** Facebook, Instagram, X, LinkedIn, Google Ads
- **Influencer Management:** Influencer Research and Contacting with Campaign Management
- **SEO:** Keywords, Internal/external linking, Tags, Backlinks, Content Writing, Social Media Integration
- **Content Writing:** Company Research, Portfolio, Marketing Strategy, SWOT analysis, Customer Journey, Customer Persona, Product Descriptions, Blogs



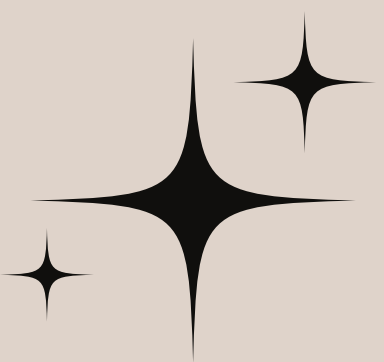
Vision

Harness the power of innovative strategies, cutting-edge technologies, and insightful analytics to propel brands toward unparalleled success in the ever-evolving digital landscape.

Lead brands on the journey of transformation, guiding them toward new horizons of growth and prosperity.

Aim to foster environments where every voice is heard, every perspective is valued, and every action is guided by integrity and transparency.

Shape a future where brands thrive, audiences are engaged, and the digital experience is nothing short of extraordinary.



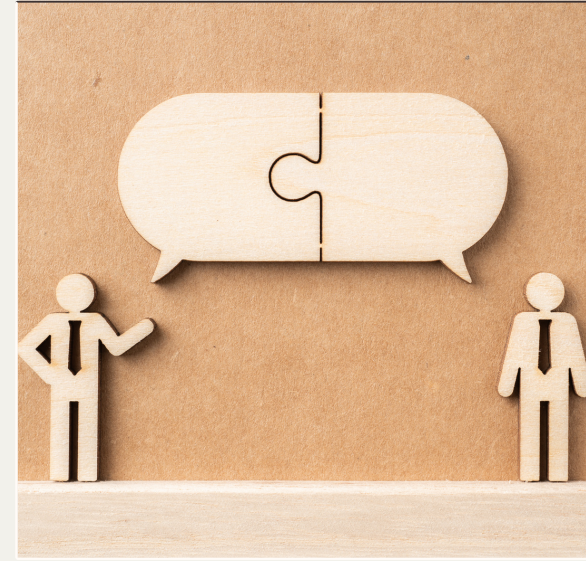
Personal skills



Creativity



Analytical skills



Communication



Strategic Thinking



Problem-solving



Adaptability



Attention to detail



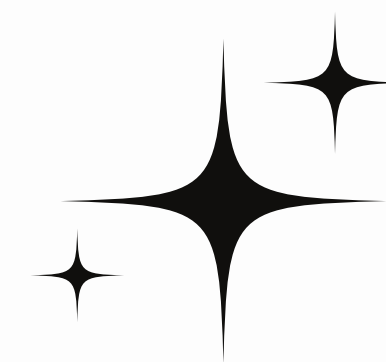
Time Management



Customer Focus



Curiosity and
Continuous Learning



Let's Work Together

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