



# Anna Sopeltseva

A result-driven marketing professional with 5+ years of experience and global practice. By combining strategy, technology, and creativity, Anna hacks digital marketing opportunities for businesses to uncover their full potential.

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Montreal, Canada

[ACCESS PORTFOLIO](#)

## EDUCATION

### Communication Studies

York University

01/2013 - 06/2017

## CERTIFICATES

### The Fundamentals of Digital Marketing

Google 09/2020

### Inbound Marketing

HubSpot 11/2021

## SKILLS

Microsoft Office Suite

Marketing Automation

SEO & SEM

Adobe Creative Suite

MailChimp

Social Media Management

HubSpot

Project Leadership

Google Analytics

## LANGUAGES

English

Bilingual Proficiency

Russian

Bilingual Proficiency

## REFERENCES

Available upon request.

## WORK EXPERIENCE

### Marketing Freelancer Drag&Drop

Toronto, Canada

08/2021 - present

Designed Drag&Drop marketing solution, which helps Canadian businesses improve ROI by organically growing their digital presence.

Identified clients' unique challenges and goals and developed a tailor-made marketing mix, combining strategy, technology, and creativity.

Executed and delivered an evidence-based inbound digital framework to maximize organizations' organic growth on the Web.

### Marketing Manager Iris

New York, USA (remote)

09/2020 - 09/2021

Lead email marketing campaigns across North American region (planning, deployment, A/B testing, analytics) and increased subscriber mailing list by 51%.

Integrated HubSpot automation platform by designing user journeys, segmenting prospects, and optimizing conversion of drip campaigns.

Launched online promotion of agency events and latest PR initiatives.

Supported North American CMO on ad hoc projects, including annual marketing strategy and budgeting.

### Project Manager Oliver

Moscow, Russia

12/2020 - 07/2021

Budgeted and supervised production of creatives for national ad campaigns of a \$18 BN CPG client.

Supported cross-functional client teams by simultaneously leading 25+ projects under high pressure.

Briefed and managed workflow of the in-house creative team of 5 and ad-hoc assistance from the UK and South Africa.

Maintained up-to-date record of all projects and client's feedback using CRM system.

### Marketing Lead Pricing Solutions

Toronto, Canada

09/2017 - 09/2020

Oversaw all corporate marketing functions with a budget of \$150K across Canadian, US, and UK offices.

Fostered company's digital presence (website, social media, Google Business) and boosted lead generation by 30% in 2 years.

Coordinated the team of 4 freelance creative service providers and led the internal content committee.

Produced, published and distributed SEO-driven content (blog, case studies, sales materials, videos, webinars, etc.) leading to website traffic increase by 55%.

Measured and analyzed digital performance against KPIs, using Google Suite and social media analytics.

Transformed Pricing Solutions' brand by successfully executing and launching re-branding.

### Marketing Assistant New You Med Spa

Toronto, Canada

10/2016 - 09/2017

Aided Marketing Manager in implementing the marketing strategy across 9 GTA locations.

Designed and edited visuals for web, Google Ads, MailChimp, print advertising and sales materials.

Increased engagement rate by average of 20% across New You's Facebook, Twitter, Instagram, Pinterest accounts.

Executed advertising campaigns with Canada Post, Pattison Advertising, 24 Hours Toronto newspaper.

Collected and analyzed website leads via CRM software MyAestheticsPro and SM analytics.

### Creative & Marketing Intern ventureLAB

Markham, Canada

06/2016 - 08/2016

Assisted marketing team in the development of marketing materials, including the annual report, event posters, video library, and graphics using Adobe Creative Suite.

Curated Facebook content calendar and supervised ventureLAB's Facebook page. Developed and published content for website blog, newsletter, Prezi.

Provided support for logistics and promotion for all company's events.

### Social Media Manager PawCharge

Toronto, Canada

01/2016 - 08/2016

Curated company's presence on social media and managed content via HootSuite.

Pioneered branded visuals by photographing and editing over various programs and apps, such as Adobe Photoshop, Pixlr, VSCOcam, Afterlight.