



# Xenia Abramova

Digital Marketer

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## ✦ Summary

Proactive Marketing Professional with 2 years of experience in digital media strategy, driving brand growth. Specialties include: content creation, community management, strategy development, team leadership, cross-functional collaboration.

## ✦ Work Experience

### Printify - Community Manager

August 2024 - October 2024 | Riga, Latvia

- Developed and executed Discord server structure and strategy, attracting 3,500 active members.
- Led a team of 5 moderators.
- Maintained direct communication with influencers and sponsors, with brands as Wix and Adobe Express.
- Created and curated content and communication materials for Discord, driving user interaction that led to over 4,000 messages during the 8-hour event.
- Collaborated cross-functionally with Social Media, Email Marketing, IT, and Legal teams to ensure a cohesive and compliant user experience.

### Dental Art - Social Media Manager

November 2023 - August 2024 | Skopje, North Macedonia

- Increased Instagram followers by 20% and engagement by 45%.
- Created and maintained a content calendar.
- Created content for social media and email marketing.
- Implemented social media campaigns.
- Monitored and analysed results via Meta Business Suite and Google Ads.
- Edited images via Photoshop and Canva.
- Filmed and edited videos for social media.
- Wrote SEO-optimized blog posts to engage the audience.

### SIA Rimi - Marketing Trainee

August 2022 - September 2022 | Riga, Latvia

- Monitored social media interactions via Meta Business Suite.
- Prepared researches on the current market.
- Conducted keyword research via Semrush.
- Worked with promotion materials (radio and video commercials).
- Wrote promotion copy.
- Participated in product photography.

## ✦ Freelance Project

### Cvet Bistro - Content Creator

Collaborated with Cvet Bistro to create a series of engaging Reels for their social media profiles (Instagram and Facebook).

- Conducted a comprehensive analysis of the client's needs, including a SWOT analysis.
- Developed a tailored marketing plan and media strategy.
- Successfully increased the bistro's online presence, resulting in a 60% increase in engagement and more than 800 new followers within one month on Instagram.

## ✦ Skills

### Digital

- Social Media Management
- Meta Business Suite
- Google Analytics
- Google Ads
- SEO
- CapCut
- MailChimp
- Adobe Photoshop
- Adobe Illustrator
- Google Workspace

### Personal

- Leadership
- Communication
- Attention to details
- Problem solving
- Negotiation
- Creative Thinking
- Research
- Analytical & Critical Thinking
- Illustrating / Drawing

## ✦ Education

### UACS - Bachelor of Business Administration in Marketing

September 2021 - October 2024 | Skopje, North Macedonia

- Magna Cum Laude Honours with GPA: 3.66 / 4.00

## ✦ Honours

Delta Mu Delta Member - (International Business Honor Society)

## ✦ Languages

		Level
• Latvian	●●●●●●●●●●	Native Language
• English	●●●●●●●●○	Fluent
• Russian	●●●●●●●●○	Fluent
• Macedonian	●●●●●●○●○	Upper-intermediate
• French	●●○●○●○●○	Basic