

Olha Vakuliuk

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EDUCATION

Taras Shevchenko National University of Kyiv | *MSc Business Economy*

SEP/21 – MAY/23

- Specialist in Business Economy
- Relevant courses Foreign economic activity, Strategic management of the enterprise, Development of the company's potential
- Average GPA : 75/100
- Thesis on "New approaches to personnel management in the conditions of pandemic, war and remote employment":

Institute of International Relations, Taras Shevchenko National University of Kyiv | *BSc International Economic Relations*

SEP/17 – JUN/21

- Double specialisation in International Economic Relations and English Translation
- Relevant courses: Strategic management of the international enterprise, Finance of International enterprises, International financing of startups, International Management and Marketing
- Comprehensive Qualification Exam: 75/100
- Thesis on "Modern processes of syndicated bank loans in the world and Ukraine": 75/100

WORK EXPERIENCE

Carosh Compliance Solutions | Digital Marketing Director - *remote, United States*

MAY/23 – current

- Led strategic planning and experimentation across various marketing channels (social media, AI avatars, video, webinars) to find optimal approaches.
- Led outbound marketing, achieving an 8% reply rate to cold emails, with 47% expressing interest.
- Improved SEO outcomes: +118.68% impressions, +62.5% clicks, and a 12.11% boost in average position through strategic planning and team collaboration.
- Implemented HubSpot to streamline operations, automating tasks, sequences, integrations, and workflows, resulting in increased team efficiency.
- Directed data analysis and reporting, turning insights into actionable strategies that informed campaign
- Managed cross-functional collaboration, aligning marketing initiatives with sales and product teams for unified growth.

UA Brokers without Borders, Charitable Organization | *Project Manager - remote, Ukraine*

DEC/22 – AUG/23

- Managed the installation of 506 windows across 10 hospitals in 3 regions, ensuring quality and adherence to Ukrainian standards and coordinated the delivery of OSB boards to 18 hospitals near war zones.
- Oversaw collaboration with contractors, suppliers, and internal teams to ensure seamless project execution despite unexpected challenges.
- Managed budget revisions to accommodate external factors, administrative changes, and adjustments in project plans, maintaining optimal resource use and meeting project goals.

Freelancer | *Ecommerce Manager - Alicante, Spain*

MAR/22 – DEC/22

- Developed a 3-6 month marketing strategy based on the product stock and sales analysis.
- Increased sales by 25% by developing a direct emailing strategy.
- Worked closely with SEO specialists and copywriters to keep websites in the top 10 of Google results.

Nutragy, LLC | *Project Manager - Kyiv, Ukraine*

JUN/20 – FEB/22

- Successfully managed the whole process of the Energy Shot drink launch remotely by using Asana, Google Workspace, and other digital methods of communication.
- Reduced production costs by 70% without losing product quality by conducting comprehensive market research among more than 150 suppliers and subcontractors and further communication with them.
- Developed open and professional relationships with a team of 14 to facilitate effective issue resolution.
- Launched product according to scheduled plan on 4 different platforms (website, Instagram, TikTok, marketplace Ozon) and reached about 3.5M people in the first month with CPA 4:1

Chance Charity Foundation | *Assistant Project Manager - Kyiv, Ukraine*

NOV/19 – JUN/20

- Helped with projects planning and prepared presentations for partners, politicians, business people, and the
- Managed our Instagram page and social media campaigns.
- Completed all tasks as instructed by project managers in a timely, efficient and proactive fashion.
- Built a step-by-step chain of connections for our foundation.

BazysKonstrukshn, LLC | *Executive Assistant to CEO - Kyiv, Ukraine*

NOV/18 – NOV/19

- Supervised executive calendars while supporting administrative team to facilitate smooth operational flow.
- Facilitated smooth executive trips, arranging appropriate travel, visas and agendas.
- Conserved senior executive's time by drafting letters and documents, collecting and analyzing information and initiating communications.
- Assisted with diverse projects, initiatives and roll outs; conduct basic research and produce well organized and easily digestible outputs
- Provided effective meeting support by preparing agendas and taking minutes.

JSC "First Ukrainian International Bank" | *Financial Service Advisor (Remote sales) - Kyiv, Ukraine*

FEB/18 – OCT/18

- Exceeded sales goals by more than 45% in every quarter within sales team.
- Managed a database of clients and potential leads in a customer relationship manager (CRM) program.
- Was transferred to Follow Up team to close customers with high rejection rate (selected 20/190 sales representatives)

ACHIEVMENTS AND EXTRACURRICULAR EXPERIENCE

European Law Students Association Projects Co-organizer - Kyiv, Ukraine <ul style="list-style-type: none">– Organized and managed competition of the National Law Court on WTO Law– Organized and managed STEP Open Day	OCT/18 – MAY/19
IIR Student Council Projects and Initiatives Department Head of Department - Kyiv, Ukraine <ul style="list-style-type: none">– Actively organized and managed educational projects to benefit students with extracurricular career guidance– Managed budgets and financing for the department to ensure accountability and transparency– Organised external speakers events, such as meetings and lectures of Ukrainian businessmen, diplomats and	SEP/18 – NOV/19
Amnesty International Local Event Coordinator - Kyiv, Ukraine <ul style="list-style-type: none">– Organized Amnesty International's annual Write for Rights marathon on the University level– Organized meeting with Amnesty International Representatives with speech on Political prisoners	SEP/17 – NOV/17
International Model United Nations Representative - Kyiv, Ukraine <ul style="list-style-type: none">– Attended multiple conferenced of the Model United Nations,– Engaged in the discussions pertaining to multiple global issues across economic, political, and social pillars– Utilised written and interpersonal communication skills to effectively present information and negotiate resolutions	OCT/14 – MAY/19

SKILLS & INTERESTS

Languages	– Ukrainian (native), Russian (native), English (fluent), French (basic), Spanish (basic)
Technical Skills	– HubSpot, Clay, Zapier, Sales Navigator, ZoomInfo, Apollo, Expandi, Instantly, Mailshake, Lemlist, SmartLead, Heygen, Canva, Synthesia, Vidyad, Loom, PhantomBuster, SEMrush, Google Analytics, MS Office, Trello, Monday, Asana, Google Workspace, Alloware, Slack, Neverbounce, Callloop, Calendly, Folderly, La Growth Machine, Lusha, Ocean.io, Read.ia, Scribehow, Survey Monkey, Typeform.
Interests	– Psychology, Marketing, New technologies, AI, Traveling
Certification	– SEO specialist Certification (2022), SMM specialist Certification (2020), PM specialist Certification (2022), HubSpot Sales Hub Software Certification (2024), HubSpot Marketing Hub Software Certification (2024), Hubspot Email Marketing Certification (2024)