

# MARIIA REKUNOVA

424-390-9388 | [ma.rekunova@gmail.com](mailto:ma.rekunova@gmail.com) | [linkedin.com/in/rekunova](https://www.linkedin.com/in/rekunova) | [rekunova.com](https://www.rekunova.com) | Los Angeles, CA

## TECHNICAL SKILLS

---

**Focus areas:** Visual identity systems, brand storytelling, and art direction; ad campaign creative (static, motion, and rich media); paid and organic social creative (Meta, LinkedIn, Google); email and lifecycle marketing design; conversion-focused, SEO-optimized websites and landing pages

**Tools:** Creative & Design: Figma, Photoshop, Illustrator, After Effects, Canva; Web: Webflow, Wix; HTML5, CSS3/SASS, JS, GSAP; Marketing & Analytics: Google Analytics, GTM, HubSpot, Zoho, Mailchimp, Intercom;

## EXPERIENCE

---

### Waltz

April 2023 – Present

*Marketing Design Manager*

*Remote/Miami, FL*

- Designed, built, and continuously optimized Waltz's marketing website in Webflow, shaping brand presentation, and conversion paths supporting  $\approx$  20k monthly active visitors
- Owned creative direction and execution for B2C and B2B paid campaigns across LinkedIn and Meta, achieving a 2.0% average CTR (significantly above industry benchmarks).
- Designed and implemented marketing automation solutions, integrating Webflow with HubSpot to streamline lead generation, data capture, and customer segmentation.
- Established creative standards and workflows to ensure consistent, high-quality delivery across web, paid, and email.
- Produced compelling ad creatives and videos for a LinkedIn video campaign, resulting in an average view rate of 55.98%, exceeding industry benchmarks.
- Collaborated with the sales team to design compelling collateral that communicated product benefits to clients and partners.
- Designed and built targeted marketing emails for customer journeys and company news and announcements, achieving an impressive average open rate of 54%.

### Panenco

March 2021 – April 2023

*Marketing Designer*

*Remote/Leuven, Belgium*

- Set up and led marketing processes for multiple SaaS products, including a children's education app, a procurement platform, and a web app for psychotherapists
- Owned brand presence across web, paid media, social, and email, strengthening brand recognition and supporting both customer acquisition and internal hiring.
- Redesigned and rebuilt the company website on Webflow, integrating SEO optimization, automation tools, and enhanced page speed, resulting in a 46% performance boost and a 20% increase in user engagement.
- Designed and implemented a CMS-integrated career page, streamlining recruitment campaigns and automating job listing management, which led to a 15% increase in job applications and new hires.
- Partnered closely with the CEO and growth team to shape social and paid media strategy, translating business goals into high-performing creative assets.
- Onboarded, mentored, and managed junior marketing designers, significantly improving team productivity and creative process.

### Inskin Media

September 2018 – February 2021

*Digital Designer*

*HQ in London, UK*

- Designed and developed rich-media advertising for well-known brands such as Disney, Honda, Boursin, Adidas, UGG, JBL, using Adobe CC, HTML, CSS, JS/JQuery.
- Designed interactive rich-media experiences using GSAP, increasing engagement and CTR by 3%.
- Developed high-impact advertisements featured in the company's monthly showcases, consistently recognized for delivering top-tier solutions that met client requirements while adhering to technical constraints.

## EDUCATION

---

### Kyiv National University of Technology and Design

*Master of Science in Automation and computer-integrated technologies*

Kyiv, Ukraine

Sep. 2014 – Dec 2019