



INNA ROMANII

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OBJECTIVE

Young and ambitious marketing specialist with international experience and a track record of developing and implementing successful digital strategies seeking an opportunity to apply passion and professional skills in digital marketing and social media.



SKILLS

- Social media (Facebook / LinkedIn / Instagram / Twitter)
- E-mail marketing (Mailchimp)
- SEO tools (Yoast, SEMrush, Alexa, Google Search Console)
- Marketing analytics (Google Analytics, Facebook/ Instagram Insights)
- Pay-per-click tools (Facebook Ads / Instagram Ads; Google Ads, LinkedIn Ads)
- Social media marketing (Hootsuite)
- Social media content creation (Canva)
- Creative Cloud (Photoshop, Premiere Rush)
- Google Ads suite (Google Trends, Google Tag)
- Web content writing tools (WordPress)



EXPERIENCE

Marketing Specialist | Eco Green Energy, Shanghai

NOVEMBER 2021 – NOVEMBER 2022

- Enhanced new user website traffic by 57% by improving SEO writing for web content.
- Managed social media content creation for main and regional pages (tailoring for target audiences); developed new topic posts that increased engagement rate by 15%.
- Strategized digital marketing campaign which resulted in a growing number of MQLs at 50% and brought social media channels to the TOP 1 from where MQLs are coming.
- Initiated lead generation campaigns on Facebook Ads for product advertising that increased SQL leads by 23% through social media channels; 7% placed orders and became new distributors of our brand.
- Upgraded brand presence on social media by proposing a new design of banners and visual content, which increased followers on LinkedIn by 31%; Instagram by 78%; and Facebook to 66%.

Digital Marketing Specialist | LinkJoint, Shanghai

JUNE – NOVEMBER 2021

- Developed and implemented international digital branding strategies for clients, including brand concepts, video scripts and social media.
- Improved clients' digital strategy on Facebook, proposing new content that increased reach and conversion in social media by 10%.



EDUCATION

Master's degree, Linguistics and Applied Languages

JIANGSU UNIVERSITY OF SCIENCE AND TECHNOLOGY, CHINA, 2021

Bachelor's degree, Communications

TARAS SHEVCHENKO NATIONAL UNIVERSITY, KYIV, UKRAINE, 2019

- President's scholarship for academic achievements
- Media analytics internship at Newsfront PR Agency, Kyiv (2018)
- Public relations internship in Noblet Media CIS, Kyiv (2017)

CERTIFICATIONS

- Google Ads Search Certification, Google Digital Academy
- Google Ads Display Certification, Google Digital Academy
- Google Ads Apps Certification, Google Digital Academy
- Basic Elements of Design: Design Principles and Software Overview, Coursera
- Graphic Elements of Design: Color Theory and Image Formats, Coursera



ACTIVITIES

- Volunteer activities have included: supporting events at the Canadian Chamber of Commerce in Shanghai; caring for abandoned dogs and promoting their adoption in Nantong, China; and teaching English to children in a shelter in Kyiv, Ukraine.
- Enjoy singing, photography, traveling, and storytelling.
- Languages: English, Ukrainian, basic Mandarin