

# Mariia Tiuliupova

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## SUMMARY

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- University degree in Marketing, complemented by specialized courses in digital marketing, communications, branding, and management.
- Over 12 years of experience in digital marketing, website management and content marketing with 6 years of people management.
- Over 6 years in B2B digital and 2 years in traditional marketing (at a research agency).
- Solid analytical skills and background, strategic mindset, and strong problem-solving abilities.
- Extensive expertise in marketing research, business analysis, strategy development, content management, search engine optimization (SEO), paid advertising campaigns, social media management, and marketing automation, including web analytics, CRM, and email marketing.
- Demonstrated proficiency in measuring key performance indicators (KPIs), tracking net revenue and return on investment (ROI), and generating detailed reports and dashboards.
- Proficient in Microsoft Office programs with a certificate from Immigrant Women Services Ottawa (IWSO), 2023.

**Computer/Technical Skills:** Microsoft Outlook, Word, Excel and PowerPoint; Google Workspace, Google Analytics, Google Ads and Search Console; LinkedIn Sales Navigator and Campaign Manager; Meta Business Suite, Trustpilot, Gitlab, Jira, Trello, Hubspot, Zoho, Ringostat, Mailchimp, eSputnik, SEMrush, WordPress, TweetDeck, Clutch, Merx, HTML/CSS.

**Languages:** English, Ukrainian and Russian.

**Characteristics:** Analytical, Organized, Friendly, Passionate, Self-motivated, Client-focused, Adaptable, With a keen eye for detail.

## WORK EXPERIENCE

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### Sales and Marketing Manager

05/2022 – 02/2023

Lemay.ai, Ottawa, ON

- Implemented effective website conversion tracking utilizing tools such as Google Tag Manager, Google Analytics, Google Ads, LinkedIn Campaign Manager, and Hubspot.
- Conducted testing of new promotion channels and marketing tools.
- Managed partner relationships, SEO, PPC, email marketing, and social networks.
- Oversee, measured and evaluated key performance metrics, including website traffic, social media engagement, and email open rates.
- Identified the most fitting ways to achieve company goals.

### Director of Marketing

08/2021 – 02/2022

Stamina Health Center, Kyiv, Ukraine

- Developed and implemented strategies & tactics to attract new patients.
- Worked on brand building: brand archetype definition and tone of voice development.

- Supervised sales, marketing, and communication; worked closely with IT.
- Handled marketing automation, web analytics, social media platforms, content-generating (including SEO), online and outdoor advertising, and inside printed materials.
- Reduced the conversion price in Google Ads by 1.6 times for 3 months.
- Increased sales, achieving a record number of appointments for new patients and selling kinesitherapy during the COVID period before the war, when people seldom made purchases anywhere, in principle.

### **Sales and Marketing Manager**

10/2020 – 04/2021

NDA (startup, which has not been launched), Kyiv, Ukraine

- Participated in preparing the startup for launch by developing a comprehensive business, marketing, sales, communication, content (including SEO) and advertising strategy and tactics, establishing policies and procedures, and creating report templates to measure performance.

### **E-business and Marketing Manager**

05/2014 – 08/2019

SelectSpecs Ltd., Kyiv, Ukraine

- Developed and implemented strategies to increase sales and drive brand awareness.
- Supervised marketing and customer service departments; worked closely with IT.
- Led digital marketing channels, including SEO, PPC, email marketing, and social media.
- Utilized A/B tests for emails, advertisements, and web pages.
- Implemented Email marketing from scratch - regular newsletters and automatic emails, such as a reminder of an incomplete order, a notification of a successful order, etc.
- Increased the website traffic from Google organic search by 8 times for 5 months.
- Built a marketing department and elevated the company with the team to the next level.

### **Sales and Marketing Manager**

03/2009 – 05/2014

Vkoktebele com, Crimea, Ukraine

- Participated in preparing the project for launch, including design and content development.
- Focused the B2C efforts on building targeted website traffic (which involved SEO and social media), customer behaviour analysis, and optimization of conversion rates.
- Aimed the B2B activities to attract and retain new users through email marketing (including cold emails), calls, and in-person presentations.
- During the season, the website had daily traffic of 3000 unique users.

## **EDUCATION**

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### **Master's of Marketing**

2005

Donetsk State University of Economics and Trade, Simferopol, Ukraine

## **CERTIFICATES**

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- Certificate in the course Language Skills for Success in the Workplace (75 hours); World Skills Employment Centre, Ottawa, 2023.
- Certificate in Computer Training Level 3 (21 hours); IWSO, Ottawa, 2023.
- Certificate in the course Learning YouTube SEO, LinkedIn Learning, Canada (remote), 2023.
- Certificate in the course How to Build a Brand that people love, NOM, Ukraine (remote), 2021.
- Certificate in Google Analytics Advanced, Google Analytics Academy, Ukraine (remote), 2019.
- Certificate in Management Technologies, Sergey Stetsenko Training Studio, Ukraine, Kyiv, 2019.
- Certificate in the course Basics of HTML and CSS, Netology, Ukraine (remote), 2016.