



Halyna Astapova

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RESUME SUMMARY

I am a highly skilled marketing strategist with extensive leadership experience in building and managing prominent brands, including political parties such as Ukrainian President Zelensky's "Servant of the People". I have a proven track record in developing successful sales websites and implementing effective search engine optimization (SEO) strategies. Additionally, I have spearheaded online advertising campaigns on popular platforms like Google and Meta. I have a strong background in training digital marketing specialists and played a pivotal role in the rebranding of a new TV channel.

PROFESSIONAL EXPERIENCE

Founder and Managing Director, MBR Consulting Group (marketing agency), Rivne, Ukraine. 2018 – 2022

- **ITSTEP Academy** (multinational IT training), 2021. Developed training program for marketing education, including strategic marketing, development of promotion, SEO, Google Ads, SMM, Meta Ads, chat-bot, email marketing, and development of presentations.
- **Hjort Knudsen** (major European furniture maker), 2021. Managed brand recognition program for new factory launch, securing community loyalty, brand recognition, and positive online reputation, leading to hiring of 500 new employees. Built algorithm for recruiting new employees via social networks.
- **RivneRazom** (political party), 2020. Created marketing strategy for promotion of new political party. Achieved recognizability, loyalty, and positive reputation in three-month marketing sprint for party's 42 candidates, helping party to take second place in elections.

- **V. Shakirzyan** (politician), 2020. Boosted positive reputation for new political leader, achieving 95% recognizability in 9 months and ushering him to victory. Developed and managed advertising campaign of US\$2 million.
- **ITV Media Group** (TV channel, West Ukraine), 2020. Created step-by-step customer journey map for launch of new tv channel. Built customer anticipation with suspenseful marketing strategy.
- **"Servant of the People" Rivne Regional HQ** (political party of President V. Zelenskyi), 2019-20.
Devised and lead strategy for Rivne campaign while coordinating with regional teams, opinion leaders, and activists. Analysed and acted on data relating to support, mass media and blogger engagement, cooperated with businesses, opinion leaders, and activists. Negotiated partnership agreements according to approved budget. Conducted interviews with candidates. Lead four regional departments, handling media, digital, offline work, PR, analytics, and budget.

Founder and Owner of home4me.com.ua, an online wallpaper store, Ukraine.

2012-2023

- Successfully driven business growth with targeted PPC campaigns, SEOs increasing website traffic and achieving sales growth.
- Led a successful rebranding initiative, optimizing marketing strategies to increase customer appeal and sales.
- Made decisions based on data, campaign monitoring and customer-centric approaches.

ORGANIZATIONS AND VOLUNTEER INFORMATION

- Director, Free online seminars in cooperation with ITSTEP Academy and MBR, 2020-22
- Guest Speaker, Department of Marketing, NUWEE University, 2021

- Instructor, Masterclasses on personal branding and new year marketing trends, 2021.
- Volunteer judge for government-led student projects, 2021
- Cooperated with The Security Service of Ukraine to disseminate information to the public and train employees to work in teams, June 2021

SKILLS:

Product Development, Project management, Technical and Analytical skills, Google Suite, Google Analytics, Google Search Console, Google Ads, SEO fundamentals, Meta Business Suite, DaVinci Resolve, Adobe Photoshop, WordPress, OpenCard.

CERTIFICATION & EDUCATION:

Digital Marketing Strategies: Data, Automation, AI & Analytics, Kellogg School of Management at Northwestern University, USA, 2023

Business Building and Development. BM University, Kyiv, Ukraine, 2021

WEB-projects Development and Promotion. STEP IT Academy, Rivne, Ukraine, 2016 – 2017

SEO Specialist, SEO Academy, Kyiv, Ukraine 2016-2017

History and Legal Science. Rivne State University of the Humanities, Ukraine 2004 – 2009

2020. Center for Political Education. Election. Strategy. Tactics. Management.

2020 TV Host Online Course. Media start.school.

2018 ORM online reputation management course.

2017 SMM-GYM social media specialist. Targetologist.

2017-2016 SEO Academy Search engine optimization.

LANGUAGES:

Ukrainian - Native

Russian - Advanced

English - Intermediate