



# Olga Sokolianska

DIGITAL MARKETING MANAGER  
PERFORMANCE & BRAND STRATEGY

## CONTACT

+48 733 304 959

0812olga@gmail.com

Gliwice, Poland

linkedin.com/in/  
olga-sokolianska

## CORE SKILLS

Meta Ads

Google Ads

TikTok Ads

LinkedIn Ads

Looker Studio

Marketing Strategy

Brand Building

Storytelling

## LANGUAGES

Ukrainian **NATIVE**

English **ADVANCED C1**

Polish **INTERMEDIATE**

## AI & TECH TOOLS

Claude ChatGPT Midjourney

ElevenLabs n8n HubSpot Figma

Power BI

Digital Marketing Manager with **7+ years** scaling paid media and brand growth across **Europe, the US, LATAM, and MENA**. Managed ad budgets up to **€70k/month** across Meta, Google, TikTok, and LinkedIn. Built full-funnel acquisition systems for B2B, B2C, and D2C companies in SaaS, e-commerce, medtech, education, and healthcare. Expert in translating data into compelling narratives and investor-ready strategy — ideal for Fortune 500 environments, AI training tasks, and marketing reasoning evaluation.

## Professional Experience

### Freelance Marketing Strategist & Consultant

Sep 2024 - Present

Self-employed · Remote · Poland / Ukraine

- Designed and executed **go-to-market and brand development strategies** for digital and D2C brands across Poland and Ukraine
- Directed complete brand launch of **Wild Salmon Club Label Rouge**: positioning, influencer strategy, landing page, content rollout — achieved **ROAS 4.2x**
- Served as **Creative Marketing Manager** for a US-based parenting app: paid acquisition strategy, creative direction, iOS audience segmentation
- Produced **investor-ready competitive audits** and dashboards covering ARPU, installs, revenue, and retention

### Product Marketing Manager

Oct 2023 - Aug 2024

Sereda.ai · Remote

- Led performance marketing for **Dr. Komarovsky's platform** — Eastern Europe's top pediatric education brand with millions of followers
- Managed a **6-person cross-functional team** across design, copywriting, traffic, and analytics
- Built multi-step acquisition funnels: Facebook quizzes, chatbot sequences, upsells, retargeting — **significantly improving funnel conversion rates**
- Developed go-to-market strategy and landing page for a new **Vitamin D product launch** from concept to production
- Continuously optimised CPL via structured **A/B testing** of creatives, audiences, and page variants

### Performance Marketing Manager

Sep 2022 - Aug 2023

Valtech · Remote · Global Agency

- Managed paid media across LinkedIn, Meta, and Google for **Danone, AstraZeneca, and P&G**
- Oversaw **€70k+/month ad budget** with full accountability for delivery, optimisation, and client reporting
- Planned campaigns targeting **Tier-1 Europe, USA, and MENA** across B2B and B2C verticals
- Optimised conversion funnels using **Looker Studio**, identifying drop-off points and improving ROI

## Education

### Master of Laws (LLM)

Yaroslav Mudryi National Law University

2013

### Master of Finance

National Metallurgical Academy of Ukraine

2007

## CERTIFICATIONS

Facebook & Instagram Ads (2019)  
SMM 3.0 Strategy & Content (2024)  
TikTok Sales 2026  
Chatbots & AI in Marketing (2024)  
AI Systems: Automated Sales (2025)  
Automated Sales Funnels (2025)  
Inbox Boost: Retention (2025)  
Messenger Marketing 2026

## PLATFORMS & TOOLS

Google Ads   Meta Ads   TikTok Ads  
LinkedIn Ads   AirTable   AmoCRM  
Mailchimp   WordPress   Tilda   Asana  
Jira   Miro   Canva   CapCut

## VERTICALS

SaaS   E-commerce   EdTech   MedTech  
Healthcare   FinServ   D2C / B2C   B2B

## SOFT SKILLS

Strategic Thinking  
Storytelling & Presentation  
Cross-functional Leadership  
Data-driven Decision Making  
Remote Operations  
Intercultural Communication

## Experience (continued)

### Digital Marketer

Jan 2022 - Dec 2022

Akvantis · Dnipro, Ukraine

- Planned and executed Facebook, Instagram, and Google Ads campaigns for digital products and local businesses
- Integrated ad platforms with **AmoCRM** for accurate lead attribution and reporting
- Built landing pages with UTM tagging, A/B testing, and analytics dashboards
- Created an internal educational channel for sales managers on digital self-promotion and online client communication

### PR & Content Manager

Jul 2021 - Mar 2022

Alpha Dent Implants GmbH · Dnipro / Europe

- Directed bilingual (Ukrainian/English) PR and social media strategy for a **European dental implant manufacturer**
- Collaborated with medical opinion leaders to create branded content and clinical case studies **published on PubMed (USA)**
- Promoted training courses for dentists, driving product adoption across European markets
- Organised corporate events, dental exhibitions, and medical conferences across Europe and Ukraine

### User Acquisition Specialist

Aug 2020 - Jun 2021

TaxDome · Remote · USA SaaS

- Launched and optimised **Facebook Ads campaigns** for a US SaaS platform targeting accounting professionals
- Built and launched a **referral programme** expanding the customer base through structured incentives
- Produced YouTube how-to content and built webinar onboarding workflows to improve user activation

### SEO & Outreach Specialist

Mar 2019 - Jun 2020

Livepage · Dnipro

- Managed guest posting, backlink acquisition, and content optimisation for international SEO campaigns
- Conducted SEO audits and coordinated keyword/content improvements with writers and developers
- Delivered performance reports using SEMrush, Ahrefs, and Moz

### Senior Advisor / Deputy Director / Legal Counsel

2007 - 2015

PrivatBank Ukraine · VIP Banking · SME · Legal

- Managed high-value portfolios and international transactions as Senior Advisor, VIP Banking (Gold Club)
- Oversaw contract negotiations and business product strategy as Deputy Director, SME Department
- Handled compliance, regulation, and internal contracts as Legal Counsel