



# KATERINA SHINELEVA

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## MARKETING, GRAPHIC DESIGN, AND PROJECT MANAGER GURU

### PROFILE

- 15+ years deep dive experience in SEO, SMM, direct and inbound marketing, telemarketing, social media, advertising, marketing communications design, digital and print design, HTML web design, retouching, photography, and much more (in Medical, Tech, Advertising, and Military sectors).
- 10+ years experience in C-level executive support, large-scale event planning, and project management including project creation from concept to completion.
- 100+ hours of creating and conducting teamwork exercises.

### SOFTWARE & SKILLS

- Windows and Mac
- MS Office 365
- MS Dynamic CRM, SalesForce, other CRMs
- Power Point
- Adobe CS
- HTML, CSS
- QuickBooks
- Basic Python and SQL
- Inbound Marketing
- SEO, SMM, Lead Gen
- Content Marketing
- Direct Marketing
- Communicational Design
- Tradeshow
- EFR
- Proficient in Russian

### EXPERIENCE

#### LA FEMME ORCHESTRE

##### **SharmenHope (2008 - present)**

- Marketing professional and graphic designer working with clients from all over the world.

#### MARKETING STRATEGIST

##### **Campus Technologies Inc (2014 - present)**

- Establishing and developing of Marketing department and marketing efforts within technology applied in MultiFamily and Student Housing sector.
- Inbound marketing through blogs, video, e-newsletters, whitepapers, SEO, social media marketing, and other forms of content marketing,
- Creation, planning, and management (including handling mailings) of direct marketing campaigns and campaigns response measurements.
- E- and mailing lists creation.
- Web presence management.
- Telemarketing on B2B arena.
- Websites redevelopment, creation, setup (incl. SEO), and management.
- SMM (social media marketing): communication and interaction with customers and prospects via social media platforms.
- Marketing communications planning and development of communications material, such as brochures, newsletters, white papers, and more.
- Brand creation and brand awareness.
- Tradeshow and educational conferences: attendances as a speaker and as a vendor (incl. exhibition booth, giveaways, sweepstakes, and so on) with extensive travel coordination for the team, sponsorship, and so on.

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MARKETING  
COORDINATOR  
& C-LEVEL EXECUTIVE  
ASSISTANT

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## Avo Photonics (03/2014 - 10/2014)

- Created marketing products with an understanding of the business goals and objectives of the unique photonics design and manufacturing business.
- Created and produced technical press releases, brochures, newsletters, and conference or trade show marketing.
- Managed support tools such as customer databases, lead generation and nurturing, meeting preparations, contact reports, cost models, quotes, and scheduled follow-ups.
- Brand awareness, SMM and SEO.
- Executed extensive tradeshow and educational conferences presence including exhibit design and set-up; travel arrangements (schedules, lodging, travel, etc.)

RAPID UX PROTOTYPER  
(CONTRACTOR)

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## Viridity Energy, Inc (10/2013 - 03/2014)

- Worked with multiple groups to understand UX needs, developed software workflows, and document requirements.
- Designed and provided Adobe Photoshop and HTML mockups for UX screens.
- Assisted with further documentation of the new platform creation.

MARKETING AND  
SOCIAL MEDIA  
SPECIALIST  
(CONTRACTOR)

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## Varsity Business Solutions, LLC (09/2013 - 11/2014)

- Re-developed and managed online marketing campaigns, effectively driving brand awareness, engagement, and traffic to social media pages.
- Developed concepts with viral potential while continuously monitored online public relations.
- Assessed social media marketing strategies to determine the rate of return.
- Identify and tap into new channels to optimize ROI and fuel revenue growth.
- Developed and wrote blog stories and ensured placement in social content Web sites.

MARKETING  
STRATEGIST AND  
COMMUNICATION  
DESIGNER

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## MSL Holdings (10/2012 - 01/2014)

- Engaged in developing the first dedicated in-house Marketing Department.
- Microsoft Dynamics CRM creation, implementation, and support.
- Marketing initiatives including lead generation, tradeshow, and educational programs promotions, SMM, inbound marketing, email marketing, blogging, creation of landing pages, online, and print advertising.

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- Content marketing; strategy; budgets; email campaigns and programs; managed social media strategy and research, program implementation, and analytics.
- Representation of high-quality manufacturers of Rehabilitation and Durable Medical Equipment.
- Investigation of the economic conditions surrounding the business activity such as industry trends and competition for new lines of business.

## **Achievements:**

- Reduced cost of one of the Company's website re-branding by completing in-house from concept and digital design.
- Increased Company's digital footprint for successful inbound marketing through establishing and maintaining blogs and online social networks.
- Team-building exercises: scavenger hunt game for outside complex level matrix of 6 levels.

**PROJECT DIRECTOR,  
GRANTS SPECIALIST,  
AND EXECUTIVE  
ASSISTANT TO THE  
CHAIRMAN**

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## **Grameen Research & World Health Care Congress (03/2012 - 08/2012)**

- Co-managed World health care Congress Affordable Health Innovations Poster Exhibit program.
- Researched information technology platforms in healthcare through communication with Gates Foundation, Grameen Foundation, and Ashoka, among others.
- Researched innovative models of healthcare in the US. such as Iora Health and Project Echo to address complex health challenges and new approaches to healthcare such as shared decisions.
- Grant Proposal writing and grants research.
- Assisted in organizing successful World Health Care Congress Conference in Washington D.C.
- Communicated and coordinated with Medtronic, Kaiser Permanente, Best Doctors, and PATH, among others, at the World Health Care Congress in Washington D.C. to drive innovative partnerships for infectious, chronic disease, and maternal and infant care.
- Assisted in the creation of presentations and created presentations.

## **Achievements:**

- Reduced cost of operations from \$57 per supplemental materials bundle to \$0 by creating an internet-accessible electronic version of promotional packages.
- Optimized flow of operations by creating multiple mini-websites on a free WordPress platform in order to share access to all necessary and highly used materials while not on the company's network.
- Co-managed and co-organized Boston 4-day event arranging transportation, lodging, lectures, and meetings for Professor Md Yunus and Bangladeshi delegation at Tufts University, Harvard Business School, Harvard School of Public Health, Harvard Club of Boston, Harvard Innovation Lab, Massachusetts Eye and Ear hospital, Ophthalmic Consultants of Boston, and Daktari Diagnostics.

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## COMMUNICATION DESIGNER AND EXECUTIVE ASSISTANT TO CEO AND CMO

### **PlasmaNet, Inc (08/2006 - 01/2012)**

- Supported Marketing initiatives including lead generation, tradeshow and educational programs promotions, social media marketing, email marketing, creation of landing pages, and online advertising.
- Completed ad campaign: developed, designed, and launched.
- Communicated corporate identity through the design of logo and collateral; wrote copy for television segments and printed media.
- Completed and submitted advertisement expense reports; prepared and reviewed reports, spreadsheets, presentations, and finished documents.
- Mentored administrative support personnel, maintained strong interpersonal relationships with employees at all levels of the organization.
- Planned, arranged, and managed tradeshow's and conferences' logistics.
- Updated, organized, and coordinated meetings internationally.
- Executed extensive global travel arrangements and documents required for travel to global locations.

### **Achievements:**

- Increased revenues by creating and implementing new concepts and solutions applied to the design, creation, and production of web, landing pages, email blasts, and online banners.
- Translated marketing objectives into creative strategies, plans, and effective User Interface design solutions; boosted revenues by directing, recording, and editing promotional video segments.

## EARLY CAREER EXPERIENCE

### **NYC, NY (02/2001 - 08/2006)**

- Managed properties for 2 residential buildings including rent collection and adjustment of balances, preparation and maintenance of financial reports, budget capital expenditures, and executed quality control of all repairs and maintenance.
- Large-scale event planning and coordination: generated business referrals; resolved anticipated and unforeseen problems; negotiated with vendors; coordinated planning and on-site setup.
- Director's Assistant at production/post-production company: planned, arranged, and managed schedules and appointments; travel, meetings, and conference logistics; completed digitizing, video editing, troubleshooting, and logging; organized crew and accelerated progress onset; controlled and managed equipment; supervised performance of assigned personnel and administrated staff development activities.

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## EDUCATION

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GOOGLE COURSES	The Bits and Bytes of Computer Networking
UCDAVIS	Intro to Google SEO
MICH	Getting Started with Python, Python Data Structures
COURSERA	Intro to Relational Databases and SQL
CUNY CITY TECH	BACH Communication Design, Photography, and Marketing
CUNY HUNTER COLLEGE	BACH English Language Arts, Minor in Psychology