

KATERINASHINELEVA

LA FEMME ORCHESTRE - from concept to completion in one place

CONSULTING

DIRECT
MARKETING

TELE
MARKETING

DIGITAL
MARKETING

MARKETING
COMMNS

SOCIAL
MEDIA

SEO

BACH
Communication
Design and
Marketing
CUNY
City Tech

BACH
English
Language Arts
CUNY
Hunter College



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sharmenhope.com/4hire

▶ 15+ years deep dive experience in direct 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 and Skills

- Windows and Mac
- MS Office 365
- MS Dynamic CRM, Sales Force
- Strong Power Point skills
- Latest Adobe CS
- Inbound Marketing
- Social Media Marketing
- B-to-B Marketing
- SEO
- Content Marketing
- HTML, CSS, WordPress
- Lead generation
- QuickBooks
- Emergency First Response
- Proficient in Russian



Experience

04/2008 -
Present

SHARMENHOPE

La Femme Orchestre

Marketing Professional and Graphic designer working with clients from all over the world. I am a perfectionist when it comes to my client needs – after all, the work is not only your identity but mine as well.

11/2014 -
Present

CAMPUS TECHNOLOGIES INC

Marketing Strategist

- Foundation and development 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.
- Tradeshows and educational conferences: attendances as speaker and as a vendor (incl. exhibition booth, giveaways, sweepstakes, and so on) with extensive travel coordination for the team, sponsorship, and so on.

03/2014 -
10/2014

• AVO PHOTONICS

Marketing Coordinator and C-level Executive Assistant

- Created marketing products with 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 materials.
- 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 tradeshows and educational conferences presence including exhibit design and set-up; travel arrangements (schedules, lodging, travel, etc.)

10/2013 -
03/2014

• VIRIDITY ENERGY, INC

Rapid UX Prototyper

- 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.

10/2013 -
12/2013

• VARSITY BUSINESS SOLUTIONS, LLC

Marketing and Social Media Specialist

- 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 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.

10/2012 -
11/2013

• MSL HOLDINGS

Marketing Strategist and Communication Designer

- Engaged in developing 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.
- Content marketing; strategy; budgets; email campaigns and programs; management; 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.

03/2012 -
09/2012

Achievements:

- Reduced cost of one of Company's website re-branding to 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.

● **GRAMEEN RESEARCH & WORLD HEALTH CARE CONGRESS**

Project Director, Grants Specialist, and Executive Assistant to the Chairman

- 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 U.S. such as Iora Health and Project Echo to address complex health challenges and new approach to healthcare such as shared decision making.
- 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 creation of presentations and created presentations.

Achievements:

- Reduced cost of operations from \$57 per supplemental materials bundle to \$0 by creating internet accessible electronic version of promotional packages.
- Optimized flow of operations by creating multiple mini-websites on free WordPress platform in order to share access to all necessary and highly used materials while not on 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.

08/2006 -
01/2012

● **PLASMANET, INC.**

Communication Designer and Executive Assistant to CEO and CMO

- 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 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 incl. documents required for travel to global locations.