






Jelena Kortjakova

Digital Marketing Specialist

Female • 08 Apr 1988  +37258338186  jelena.kortjakova@gmail.com

 Tallinn, Estonia

SUMMARY

I am a Digital Marketing Specialist providing services in Marketing Strategy, Social Media Marketing and Social Media Advertising as well as Search Engine Marketing in order to help businesses grow their digital presence and skyrocket sales.

I am thoughtful, prompt and eager to showcase my skills and enthusiasm. I am capable of dividing my working time rationally and handling tasks within the agreed time. Good communicator. Also capable of risk analysis and thinking logically.

My main goal is to help you sell your product/service?

Google Certificates:

- Google Ads Search Certification
- Google Ads Display Network Certification
- Google Ads - Measurement Certification
- Shopping Ads Certification
- Google Ads Video Certification
- Google Ads Apps Certification
- Google Analytics for Beginners
- Advanced Google Analytics
- Google Analytics Individual Qualification

Every day I try to learn something new. I like to study and gain new experiences. I am open to new ideas, new people, and new challenges. I can express my opinion and defend my position, but I avoid conflict situations. I communicate well with colleagues and clients. In stressful situations, I don't panic, but write an action plan to get us out of the situation.

Contact me and let's get to business!

WORK EXPERIENCE

Digital Marketing Specialist

TML DIGITAL OÜ • Estonia

Oct 2021 - ...

Marketing / Advertising / PR

Self-employed freelancer.

Developing marketing strategy and implementing it in clients' businesses. Managing social media channels and copywriting. Setting up and managing paid advertising campaigns in Google Ads and social media.

Marketing specialist

Invago Team OÜ • Estonia

Dec 2021 - Jan 2022 • 2 m

Sales / Retail

I was providing a list of internet marketing services for the client such as

- development of a marketing strategy and social media promotion plan
- analysis of competitor's social media
- analysis of Facebook business account and filling it out
- content plan development for a month: 3 posts per week + 5 stories per day
- content writing (texts for posts and story scripts)
- visual content selection or creation
- publication of materials according to the content plan
- launching and holding contests on customer's Facebook page
- analysis of key indicators of publications and account
- monthly progress report and recommendations for the next period.

I was also maintaining targeted advertising campaigns on client's Facebook page and completing tasks:

- product and target audience analysis
 - target audience segmentation
 - writing texts for ads
 - visual content selection
 - creation and launch of ads
 - advertising campaign maintenance
 - key metrics analysis
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Data entry operator

Posti Group • Estonia

Mar 2013 - Feb 2021 • 8 y.

Finance

Careful and correct entry of data from invoices.

Waiter

Macdonald Hotels and Resorts • United Kingdom

Jun 2009 - Aug 2009 • 3 m

Customer Service

Waiter at weddings: greeting wedding guests and serving food and drinks.

Cashier

Rimi Eesti Food AS • Estonia

www.rimi.ee

Jun 2008 - Nov 2008 • 6 m

Customer Service

Customer checkout service: receiving payments, issuing receipts, and tracking all cash.

Cleaner**SOL BALTICS OÜ • Estonia**

www.sol.ee

Jul 2007 - Jul 2007 • 1 m

Customer Service

Cleaning of retail premises: swept and mopped floors, and emptied trash cans.

EDUCATION

Tallinn University (Estonia, Higher education)

Journalism • advertising, text editing • Bachelor

2008 - 2013

LANGUAGE SKILLS

	Listening	Reading	Spoken interaction	Spoken production	Writing
Russian (Language of communication)					
Russian	C2	C2	C2	C2	C2
English	B2	B2	B2	B2	B2
Estonian	B2	B2	B2	B2	B2

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2: Proficient user

COMPUTER SKILLS

OPERATING SYSTEMS

Advanced **Windows 10, Windows 11**Intermediate **macOS**

OFFICE SOFTWARE

Advanced **MS Word, MS PowerPoint, Gmail, Adobe Acrobat**Intermediate **MS Excel**

WEB BROWSER

Advanced **Google Chrome**

GRAPHICS, DESIGN, MULTIMEDIA

Advanced **Adobe Lightroom, Canva**

Average user **Adobe Photoshop**

FINANCIAL AND ACCOUNTING SOFTWARE

Intermediate **Merit Aktiva**

DESIRED POSITION

Marketing / Advertising / PR

advertising manager , advertising specialist, Digital Marketing Manager, Digital Marketing Specialist, marketing specialist, Social Media Specialist, Google ads specialist

WORK TYPE:

employee, contract worker, temporary

WORKING TIME:

Full-time, Part-time, Freelance

LOCATIONS:

Tallinn, Estonia, Home office

OTHER

ADVANCED TRAINING

Head of Internet marketing

MOST ÄRIKOOL OÜ • Estonia

2021 • 6 months

CERTIFICATES AND LICENSES

Shopping ads Certification

skillshop.exceedlms.com/student/award/Up2obj3xXEmvhWDZWAWU68Q4S

Google Analytics Individual Qualification

skillshop.exceedlms.com/student/award/SYGT4eCHkMXUvD8ftgQaDfqH

Google Ads Display Network Certification

skillshop.exceedlms.com/student/award/JzMc4jHDLwfgH15BbMW8vNpt

Google Ads - Measurement Certification

skillshop.exceedlms.com/student/award/kNQeph9UXKJddZbdawVA1uZ5

Google Ads Video Certification

skillshop.exceedlms.com/student/award/vTMjB878Bsa3jCcXcY2xZid8

Google Ads Search Certification

skillshop.exceedlms.com/student/award/5S5FRzfCjhAyuUi4Ta9BJJZG

Google Ads Apps Certification

skillshop.exceedlms.com/student/award/fZGCnD1C2Ughhax7tXt1Aens

Google Analytics for Beginners

analytics.google.com/analytics/academy/certificate/nu3LtMb6TImUIBwPkNLing

Advanced Google Analytics

analytics.google.com/analytics/academy/certificate/PFDD26u9T2mRk6Ci6jflwA

ADDITIONAL INFO

With positive life attitude, proactive, conscientious, responsible, cooperative team worker. I can plan my work time in order to make deadlines.

My interests are history of human kind, psychology, self improvement trainings and informal online courses.