

DARYA PROCOPOVICH

[dár-ia pro-co-pó-vich]

CONTACTS & PORTFOLIO

Portfolio:
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EDUCATION

THE UNIVERSITY OF TEXAS
AT AUSTIN | 2017
Master's Degree | Advertising

BELARUSIAN STATE
ECONOMIC UNIVERSITY | 2012
Bachelor's Degree | Advertising

SKILLS & PROGRAMS

- Survey Monkey
- Qualtrics
- Adobe Photoshop
- Adobe InDesign
- Axure RP
- Google Analytics
- Google AdWords
- Sprout Social
- Facebook Ad Manager
- HTML & CSS

ADDITIONAL

- Google Analytics certification
- Languages: English, Russian

EXPERIENCE

GALLANT, Austin, TX

An advertising agency

Junior Strategist | July 2017-current

- Developed brand positioning and customer segmentation for a brain supplement company based on focus groups and survey insights;
- Developed a social media content strategy for a vegan ice cream brand, including monthly content calendars and monthly analytics reports, which resulted in a follower count increase on Instagram (183%) and Facebook (139%) in one year;
- Conducted focus groups for an RTD cocktail, which resulted in a sales increase and expansion of points of distribution;
- Planned and executed customer intercepts in stores for an allergen-free vegan bakery resulting in a better understanding customers and competitors;
- Strategized and executed influencer outreach for an allergen-free vegan bakery.

Strategic Planning Intern | 2016 - 2017

- Created social media calendars based on analysis of current trends and competitive research;
- Created a digital strategy for a technology company to improve their web search performance.

WEBCOM MEDIA, Minsk, Belarus | 2014

A digital marketing agency

Search Engine Optimization Specialist

- Developed and executed data-based optimization campaigns for a retail company's website;
- Developed content strategy for a law firm's website resulting in higher user engagement and better site ranking;
- Conducted competitive analysis resulting in increased site ranking due to insights found for a beauty salon.

UST PROJECT, Minsk, Belarus | 2008 - 2013

An architecture firm

Project Manager

- Created and implemented an inbound marketing plan resulting in a 15% increase in annual revenue the next year from web-based clients;
- Developed a data-based strategy leading to a 55% increase in monthly users of the website;
- Created a marketing campaign for participation in a job fair resulting in a 35% website traffic increase.

Eligible to work in the U.S. with no restrictions