



**YULIYA
VANINA**
MARKETING

Chicago, IL

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BIOGRAPHY

Proponent of hard work and curiosity. Avid traveler and a creative storyteller who believes marketing happens through experience building moments. Demonstrates strong project management, business development, and foreign language skills. Experience working with large and small businesses, looking to transition into a full time position within the marketing and advertising field specifically in branding and content creation within lifestyle, makeup, interior design or travel company.

EDUCATION

DEPAUL UNIVERSITY

Driehaus College of Business | Dec 2016

BSB Marketing, Double Minor in Spanish & International Business

Phi Theta Kappa Dean's List

 /yuliya_vanina

 /in/yuliyavanina

EXPERIENCE

MARKETING COORDINATOR

Merchandise Mart Properties, Inc. | Jan 2017 - Present

- Coordinating all creative development such as signage, HTML emails, branding material, website copy, and other marketing materials.
- Event development of the Midwest's Largest Residential Design Conference, the launch of Digital by design, and other monthly events.
- Cultivating strong tenant relations in an effort to provide effective marketing to the Design Center.
- Working closely with the PR team on story ideas/pitches, developing copy points for upcoming press releases, and social media strategy.
- Administrating three top amenities of the Design Center; the Designer-On-Call program, VIP Parking, and DesigHQ events and membership.
- Maintaining marketing collateral, including leasing presentations & pitch kits, e-blasts, annual directory, bi-annual Lookbook, and website.
- Collaborating with meeting planning and operations to manage all special events for shows and day-to-daty activities.
- Sustaining designer association outreach with ASID and other professional organizations.

OFFICE MARKETING MANAGER

Albo Restoration Services Inc. | Nov 2016 - Jan 2017

- Coordinated customer appointments and scheduling to aid in a comfortable flow of information throughout the office.
- Managed online platforms and client relationships to help bring out the voice of the company.
- Created promotional material to assist with advertisement.
- Turned over 10 new clients and bought back 3 returning customers within less than two months.
- Attended and networked community events to help build brand awareness.

BUSINESS DEVELOPMENT

Levi Baer Consulting | Jun 2016 - Aug 2016

- Developed a concrete brand strategy by honing in on a niche product, "Insight."
- Focused on strategic media presence, which in return had a 94% growth in effectiveness of reach.
- Upgraded products/services by creating a new website, designing a work book, and opening Amazon & Etsy stores for "Insight"
- Supervised business coordination through promotional material, administrative material, and through event hosting.
- Developed the content for a brand new kickstarter.

MARKETING INTERN

1871 | Jan 2016 - May 2016

- Researched and managed ongoing company projects as well as maintained involvement in the company's workshops.
- Developed creative content for social media marketing.
- Strategized and collaborated for best outreach practices with the events marketing team.
- Contributed to specific projects having to do with diversity, board members, and investments.
- Volunteered at companies different networking events to help maintain structure and event planning organization.

BRAND MANAGER

Tonia Becker - Independent Marketing Contractor | Jan 2016 - Apr 2016

- Developed a goal performance matrix of increasing site views and generating new customer leads.
- Maintained a constant schedule of social media posts, while monitoring their effectiveness through HubSpot.
- Experimented with Inbound Marketing techniques and received 10 new contracts.
- Increased customer post interaction by 74% in a span of 6 weeks through HubSpot.

SKILLS

- Hands on event planning.
- Website development and management.
- Social media content writing.
- Mailchimp, Silverpop, Wordpress, Mura, & MARS.
- Published creative writing experience.
- 4-5 yrs of Digital/Film photography experience.
- Basic knowledge of SEO and HTML.
- Data entry & database cleaning.
- Performance and inference of perceptual mapping and conjoint analysis in marketing.
- Inbound marketing expreince through HubSpot.

