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GALINA GORLOVA

MARKETING SPECIALIST & DESIGNER

PROFILE

9 years experience in Digital Marketing, Design, PPC and Social Media with a successful track record of achieving client growth objectives. Social Media specialist who is able to build a loyal following on all popular platforms. Expert knowledge level in Photoshop, InDesign and Illustrator software, as well as experience in building and management of e-commerce sites, website development and testing.

SKILLS

SOFTWARE

Adobe Photoshop +++++
Adobe InDesign +++++
Adobe Illustrator ++++
Adobe Acrobat Pro +++
Adobe Auditions ++

Excel +++++
Word ++++

SOCIAL MEDIA

Facebook (inc Ads) +++++
Instagram (Feed and Ads) +++++
Pinterest +++++
Twitter ++++
Snapchat +++

SEO

Keywords +++++
Analytics & Data +++++
Backlink building +++
Google Ads ++++
Meta tags +++



WORK EXPERIENCE

January 2019 - May 2019
Europe Emirates Group, Dubai UAE

- Creation and maintenance of Google PPC and Facebook ad campaigns that targetted high net worth individuals with an average of 150 leads a day.
- Maintenance of all social media channels.
- Website updates (Wordpress) with blog posts, new services and landing pages.

March 2016 - December 2018 (Freelance)
Digital Marketing and Social Media Manager, PRShots.com

- Design and distribution of monthly newsletters to over 30k press members which effectively encouraged site downloads. I was able to increase the open rates from 6 to 16%.
- Growing social media platforms (Instagram, Twitter, Facebook and Pinterest) from zero to over 21,000 followers organically. This resulted in a consistent increase of press and blogger sign ups to the site.
- Creation of tutorial videos (using Camtasia software) for brand archive controllers to help with the management of the admin areas for their image archives. This decreased the number of support emails and phone calls we received daily.
- Responding to press requests and enquiries via email and developing relationships with journalists which created press royalty for the site.

May 2015 - March 2016
Head of Digital, KS Agency LTD

- In charge of corporate digital accounts such as RAF Museum, ANV and Cooper Gay. Managing a team of 3 developers to carry out corporate projects through to completion.
- Securing a number of corporate projects for the company resulting in £100,000 revenue within 3 months.
- Digital design tasks on Photoshop and InDesign. These included website, brochure and app designs for clients.
- Financial planning of projects with the use of Excel spreadsheets. Production of cost breakdown and invoices for clients.
- Planning and pitching smart solutions to clients in meetings and presentations.

August 2015 - December 2015
Digital Marketing Manager, 8DIX (Freelance)

- Improving SEO ranking for their e-commerce site, resulting in a 20% rise in sales in under 3 weeks.
- Creation of digital marketing material such as banner ads and content for their social media channels which created brand awareness and attracted a vast number of the target audience.



WORK EXPERIENCE

- A/B testing of the e-commerce site, this helped to form a solid customer journey which lead to increased online sales.
- Managing a team of 4 staff members including designers, PRs and developers.

May 2014 – Aug 2015

Social Media Manager, Patch Bar (Freelance)

- Launched a digital presence for the bar by creating social media platforms such as Twitter, Facebook and Instagram. Maintenance of these platforms including call to action based content creation, this attracted customers from the local area.
- Running Facebook Ad campaigns and analysing results for better conversion rates to the site.

December 2013 – May 2014

Website Assistant, 55 Max (Freelance)

- Maintenance of the e-commerce platform, such as banner and product updates to encourage new and repeat customer sales.
- Digital design tasks on Photoshop such as editing and resizing of product images for a better customer experience.

April 2013 - November 2013

Design & Marketing, The Rodnik Ltd Band

- Grew their Instagram following from 9,000 to 15,000 users in a few months.
- During my time with the company I was in charge of marketing and SEO and re-structured and launched their present e-commerce site.

Dec 2010 – October 2013

In-House Designer, Nosh Detox Ltd, South Kensington

- Heavy involvement with all creative aspects of the business including advertising, PR, web development, design, video and audio editing.
- Creation and maintenance of social media channels. Growing their Facebook from zero to 14k followers organically in a year.
- SEO optimization and optimization of Google Ads that brought the company a profit of minimum £20K a month from my efforts alone.
- Manage the look and feel of the packaging designs across the entire range of 100 or more products.



EDUCATION

Graphic Design

Foundation Degree - Camberwell College Of Art

Illustration

Foundation Diploma - Camberwell College Of Art

Fine Art

A Level (A) – Chestnut Grove Sixth form College

English Literature

A Level (B) – Chestnut Grove Sixth form College