

VIKTORIYA RYSTSOVA

DIGITAL MARKETING MANAGER

Edison, NJ USA

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EXPERIENCE

Digital Marketing Manager

Feb 2022 – Sep 2022

Cybrverse NFT, New York, NY

- Developed and executed a comprehensive digital marketing strategy that increased brand awareness, built a robust early access prospect list, and fostered a highly engaged community for a web-3 NFT start-up company.
- Collaborated with product development and design teams to drive social media success, monitoring and managing community engagement on multiple platforms such as Twitter and Discord.
- Led partnership initiatives and in-person networking events to grow audience and partnerships with influencers and other NFT projects, showcasing expertise in strategic relationship building and event management.

Digital Marketing Manager

Feb 2020 – Aug 2021

Cosmax USA, Ridgefield Park, NJ

- Team lead for digital marketing campaigns involving social media automation, email marketing with Klaviyo, public relations, influencer partnerships and Google analytics to measure KPIs. Presented monthly and weekly reports to executives highlighting campaign analytics, return on ad-spend and ideas for future initiatives.
- Produced go-to-market, e-commerce and content strategies for brands Hard Candy and Earth to Skin. Led product photography and produced e-commerce creative assets for use on Walmart and other platforms.
- Assisted in development of cosmetic brands for e-commerce and retailers. Conducted market research and worked closely with Branding team to ideate around creative direction, formulas, packaging and advertising.

Marketing Manager

Aug 2017 – May 2018

Costello Creative Group, Woodbridge, NJ

- Designed and executed highly effective email marketing campaigns, mailers, and engaging digital content, utilizing Social Pilot, MailChimp, Excel, Google Analytics, A/B testing and market research to drive business growth.
- Developed and implemented digital marketing and growth strategies based on data-driven insights from GA which led to 200% increase in engagements, increase in website traffic and 15% increase in open rates and CTR.
- Streamlined lead and customer management through the integration of Streak, Hunter.io, and Zoho CRM, demonstrating expertise in data analysis and process optimization to enhance the overall marketing strategy.

Chief Editor

Sep 2016 – May 2017

HAGTAP, Jersey City, NJ

- Demonstrated exceptional copywriting skills by researching, pitching and producing 6-8 original articles weekly, covering a range of topics such as venues, culture, and nightlife.
- Researched and interviewed influencers, business owners, and managers to gather unique content by producing high-quality blog posts that engaged and informed the target audience.
- Managed and grew online communities, maximizing engagement and customer retention for the Hagtap App through strategic interaction, while leveraging analytics to optimize and reduce marketing costs.

CERTIFICATIONS

Google Ads Search Certification *Google Digital Academy, Skillshop*

Oct 2022

Growth Hacking with Digital Marketing *Udemy, Certified Online Course*

Oct 2021

EDUCATION

Kean University *Bachelor of Science in Global Business, Minor in Marketing*

Sep 2015 – Dec 2017

Middlesex County College *Associates of Science in Business Administration*

Sep 2013 – May 2015

SKILLS

Social Media Management

Email Marketing

CRM

Shopify

Branding

Data Analysis

LTV/CAC

Wordpress

Digital Advertising

Influencer Marketing

Copywriting

Photoshop

Community Management

SEO

Google/MS Office Suite

Photography

Languages: Native fluency in Russian, Limited proficiency in Spanish