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SUMMARY	Content editor and marketer with experience in editorial projects, social media, and influencer marketing. Skilled in structuring and adapting content for different audiences, developing SMM strategies, and creating visual assets.	
EDUCATION	Simon Kuznets Kharkiv National University of Economics 2019–2023 BBA Organizational management and administration Built a strong foundation in management, marketing, and strategic planning with practical skills in communication.	
PROFESSIONAL EXPERIENCE	Editor, Copywriter December 2024 – Present Hôtel du Croissant 1. Wrote and edited travel guides and long-form articles: from research to final proofreading. 2. Managed design and formatting (InDesign) and coordinated cross-team workflows. 3. Conducted translation from Russian or Ukrainian into English and vice versa. 4. Mentored a junior colleague in writing and editing: provided feedback, guided structure, and ensured the final texts met editorial standards. 6. Supported brand communication by aligning editorial style with marketing strategy. Social Media & Influencer Marketing Specialist April 2024 – July 2025 White Digital 1.Managed social media accounts for industries ranging from real estate and medical equipment to global brands Wella and Ahmad Tea. 2.Built and implemented SMM strategies with a strong focus on influencer partnerships. 3.Coordinated influencer marketing campaigns — from selecting and onboarding creators to tracking deliverables and reporting performance. 4.Created text content and visual elements, increasing organic reach by 40% and follower growth by 20%. 5.Monitored analytics, prepared reports, and optimized strategy based on data. Editor & Marketing Specialist September 2023 – April 2024 LMR Paris Core responsibilities: 1.Wrote, proofread, and translated travel guides (RU/EN). 2.Managed full-cycle design and layout (InDesign, Photoshop, Illustrator, Figma). Selected projects (Influencer Marketing & Social Media): 1.Coordinated influencer collaborations to amplify brand presence in travel/lifestyle niches. 2.Created social media content and media kits that supported influencer campaigns.	
SKILLS	Proofreading & Fact-checking Research & Editorial Workflow Social Media Marketing SEO basics	Strategy Development Influencer Marketing: Aspire, Heepsy Google & Microsoft Workspace, Notion, Asana, Slack Design: Adobe InDesign, Photoshop, Illustrator, Figma
LANGUAGES	Ukrainian – Native Russian – Native	English – Advanced Romanian – Basic