



ANASTASIIA ZAICHENKO

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Slovakia

EDUCATION

National Mining University
Bachelor, System analyst
2011 - 2016

Department of System Analysis and Control
Faculty of Information Technologies
Diploma with honors

COURSES

UI/UX DESIGN COURSE (2019)
SMM COURSE (2022)

SKILLS

Figma

Photoshop

Canva

OpenAI

LANGUAGES

Ukrainian (C1)

English (B1)

Slovak (A1)

HOBBIES

Sport climbing

WORK EXPERIENCE

DEPUTY CHIEF EDITOR ON NEWS WEBSITE 2015 - 2021

Responsibilities:

- Managing the journalistic team: organizing work processes, assigning tasks, mentoring, and training new employees.
- Writing and editing articles, news, and other content for publication on various platforms.
- Managing the company's social media.
- Setting up advertising campaigns: developing promotion strategies, selecting target audiences, analyzing effectiveness.

FREELANCE WEB-DESIGNER 2019- 2021

Responsibilities:

- Development of a multipage website for an auditing company, including the creation of design concepts and navigational structure.
- Creation of a landing page for a freight transportation company, involving the design of a user-friendly interface and effective calls to action.
- Development of a landing page for a mining company, including the creation of a convenient and understandable design for functionality.

CONTENT MANAGER, PROSALE MANAGER 2023-2024
MARKETING COMPANY "GOAL"

Responsibilities:

- Developed marketplace growth strategies to increase sales and enhance competitiveness.
- Conducted competitor analysis and market research to identify improvement opportunities.
- Implemented content strategies to attract and engage customers.
- Managed advertising campaigns to boost product turnover and enhance brand visibility.

ABOUT ME

When I was 23, I became a Master of Sports, Master of Degree, and Deputy Chief Editor. I am purposeful and responsible.