

Iuliia Kuritsyna

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Personal details:

Date of birth: 21 November 1995

Age: 27

Nationality: Russian

Situation: Single

PERSONAL PROFILE

I am a constantly evolving, empathetic UI and Graphic designer passionate about experiences and the absence of friction. I enjoy keeping up to date with the latest trends of principles of good design. I am always excited to build a seamless experience and enjoy working with like-minded people.

PORTFOLIO

https://www.behance.net/julia_kur

<https://dribbble.com/Juliakurr>

EXPERIENCE

<div>August 2019 - September 2021</div> <div>Web Designer/ Growth Marketing Assistant</div> <div>Amsterdam, The Netherlands</div>	<div>Value Factory</div> <div>Designing UI/UX and interactions across mobile/desktop websites. Translating ideas into innovative functional wireframes, designs & prototypes, unique illustrations. Mocking up wireframes and producing high fidelity prototypes.</div> <div>Increasing customer satisfaction and accessibility using best UX practices. Working with a creative team on the concept of Understanding Customer Needs and turning them into user journeys. Promotion of the company in the local market with the help of some marketing tools. By creating a new main and well-designed website, the company will achieve higher rates and will attract more customers.</div>
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<p>October 2018 – May 2019</p> <p>Junior Growth Marketer</p> <p>Cracow, Poland</p>	<p>InPLGroup (Accounting & Outsourcing)</p> <p>Completed preparation of a marketing plan to promote the company in global, regional and local markets. Responsible for developing and implementing a marketing strategy for B2B business with big enterprises in different vertical industries. Managed local demand generation activities (campaigns and events) worked closely with sales teams aligned to business goals and brand strategy. Collaboration with the sales department.</p> <p>Online and offline global Marketing programs according to local market needs.</p> <p>Manage customer and partner communications campaigns. Coordinated marketing researches. Paid search. I achieved maximum profitability (ROI) in paid campaigns. Distribution of an advertising budget. Social Media Strategy 2019.</p> <p>Implementation of work to create a new company website in close contact with the development team.</p> <p>Creation of various brand assets like POS materials, branded products, outdoor advertising.</p> <p>My well-planned marketing campaigns, maintaining company status on social networks and participating in professional exhibitions, have increased brand awareness and attract a large number of customers. Helped bring the company to local and global markets.</p> <ul style="list-style-type: none"> • SEM; SEO; SEA; coordination of marketing researches; increasing a demand; distribution of an advertising budget; creation of advertisements (groups on Facebook, Google AdWords, Facebook Ads Manager, Instagram), creation and maintenance of social networks (Instagram, YouTube) in English, Russian and Polish, Social Media posting; Mailchimp; Salesforce Marketing Cloud.
<p>November 2017 – June 2018</p> <p>Junior Online Marketer (Intern)</p> <p>St. Petersburg, Russia</p>	<p>EPAM</p> <p>Integrating marketing activities. Enhancing brand awareness, ensuring unified messaging, and company recognition. External communications. Brand positioning within the market. Market and competitor's analysis. Reference generation.</p> <p>Work in the marketing and advertising department gave me valuable experience working with many marketing tools and helped me to competently build my professional goals and an understanding of basic email metrics.</p> <ul style="list-style-type: none"> • Google AdWords tools; social networks; paid search; Mailchimp.

<p>July 2017 – September 2017</p> <p>Intern at Marketing Department</p> <p>Moscow, Russia</p>	<p>IQ Media (Advertising company)</p> <p>Responsible for developing and implementing a marketing strategy for B2B business with big enterprises in different vertical industries. Create a personalized marketing plan; allocate and optimize marketing budget; Responsible for planning, executing and supervising action plans, social media. responsible for managing all aspects of marketing for the channel partners of the Enterprise department Responsible for developing, driving and implementing channel marketing activity of channel partners. Plan and conduct events, campaigns, trade shows, and other promotional events. Ensure that customers are up-to-date with new products and enhancements. Implementing channel campaigns in order to expand market share and pursue growth targets.</p>
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EDUCATION

<p>2013 – 2017 Bachelor's degree</p> <p>Moscow, Russia</p>	<p>The Russian Academy of National Economy and Public Administration</p> <p>Faculty: Economic and Social Sciences Department: Management for Business and Economics</p>
<p>2021 – present Bachelor's degree (1st year student)</p>	<p>The Hague University of Applied Science</p> <p>Program: Communication and Multimedia Design (User Experience Design) Department: Faculty of IT & Design</p>

SKILLS

Google AdWords, Google Analytics.

Facebook Ads.

Microsoft Excel, Microsoft Word.

Adobe Photoshop, Adobe Illustrator, Adobe XD, Figma, Sketch,
WordPress, Marvel App.

HTML/CSS.

Team work, leadership skills.

LANGUAGES

Russian – Native

English – Advanced

PROFESSIONAL DEVELOPMENT, COURSES

2020 Digital Marketing

International Higher School of Brand Management and Marketing

(Accredited standards programs: EQF/Europe, QCF/England, North Ireland and SCQF/ Scotland)

2020 Digital Marketing

Digital marketing institute, Ireland

HOBBYS

Painting, Sport, Yoga.