

DIANA CHARCENKO

Digital Marketing Specialist

+370 636 08516

dicharcenko@gmail.com

Lithuania



SUMMARY

Highly motivated and creative Digital Marketing Specialist with over 1 year of experience executing profitable Google Ads campaigns. Proficient in managing brand's online presence, data analysis, market research, and competitive intelligence. Possess exceptional communication and interpersonal skills with a proven ability to work independently and as part of a team.

EDUCATION

Istituto Marangoni London

Bachelor's Degree in Fashion Business
2018 – 2021

Course Subjects: Marketing, Finance, Economics,
Business strategy, Graphic Design, Sustainability.

TECHNICAL SKILLS

- Google Ads
- Google Analytics
- Google Ads Editor
- Google Data Studio
- Meta Ads Manager
- TikTok Ads Manager
- LinkedIn Ads Manager
- Microsoft Office
- Adobe Software

Photoshop, Illustrator, Premier Pro, After
Effects, Adobe XD

- Marketing Analysis

Competitor Analysis, Market Research,
Keyword Trends, Customer Behaviour,
Target Audience.

CERTIFICATIONS

- EDITED ERCP Program Level 1 & 2
- EDITED Retail Certified Level 3
- Google Ads For Beginners
- Google Ads Video
- Google UX Design (In Progress)

LANGUAGES

- Lithuanian (native)
- English (fluent)
- Russian (fluent)

PROFESSIONAL EXPERIENCE

Junior Meta & TikTok Ads Specialist

Whatabout Agency | 2024.02–Present

- Rapidly transitioned from 0 experience to managing 85% of social media clients within one month; currently overseeing 16 diverse client accounts.
- Responsible for maintaining the ad account of a high-budget client, ensuring optimal performance and strategic ad spend.
- Conduct in-depth competitor analysis and present actionable insights to clients, driving competitive advantage.
- Engage in weekly strategy calls with Meta representatives to stay updated on best practices and platform innovations.
- Actively contribute to the development of tailored advertising strategies.
- Compile and deliver comprehensive monthly performance reports, including data-driven recommendations for continuous improvement.
- One of only two people at the agency to start launching TikTok ads.

Junior Google Ads Specialist

IMPACT BRANDS | 2022.05 – 2023.06

- Work in a team of 8 – daily planning, brainstorm sessions, collaborative problem solving.
- Manage six-figure monthly budget.
- Cross-functional communication with other departments such as IT, Affiliate Marketing, A/B Testing, Creatives, R&D.
- Work on UX design to enhance the performance of landing pages.
- Create profitable Google Ads Video campaigns with the target ROAS 130%.
- Daily evaluation of the results via Google Data Studio & Google Analytics.
- Strategy planning for the month ahead.
- Manage online presence of 3 health & beauty brands.
- Create YT shorts.
- Conduct competitor analysis, market research & assess current keyword trends.
- Training/introductory for the interns & new team members.
- Weekly calls with the Google Ads representatives.