



# NATALIA GOLENKOVA

Digital marketing manager

## ABOUT ME

” Digital marketing manager with 9+ years hands-on experience in both digital and traditional marketing and management. Ready to lead the digital presence of a mid-size company or chain of small businesses, from the initial development and fine-tuning of a marketing strategy based on analytics of competitive markets to the implementation of every detail of a marketing plan. Proven track record to either lead your company's digital team or work with my own team of highly experienced, remotely located professionals consisting of full stack web developers, web designers, and copywriters with the highest standards of quality in the industry, and at the most affordable cost.

## CONTACT

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📍 356 Westfield Ave,  
Ridgewood, NJ, 07450

🌐 dmarketergolenkova.com

## SKILLS

Master's Degree in Management.  
Bachelor's Degree in Civil Jurisprudence.  
Google AdWords, Google Analytics, Yandex Direct, Yandex Metrica certified. Provide data driven results, ready to work in highly competitive digital environments. Bilingual (Russian & English).

IQ 125 (top 13% of population)

**General skills:** Microsoft 365, G-Suit, AutoTask

**Website building:** Wordpress, Wix

**SEO skills:** Moz, Ahrefs, em Rush, SpyFu, Long Tail Pro, Majestic

**Local SEO skills:** GMB, Bing Places, Advice local, Syn Up, Yext

**PPC skills:** Google AdWords Editor, Google Ads, Bing Ads, Yandex Commander, Amazon Merchant center

**Social media marketing and content building:** FB, Instagram, In, Blog Social, CopyScape, TextBroker, I-writer, Article builder

**Email skills:**

**Reputational marketing:** Google Alerts, How social, Social Mention, Mentionlitics. Able to post press releases and articles to the top new and popular nationwide websites.

**Analytics:** Google analytics, Google search Console, Google Dev Tool< Agency Analytics, Bing Webmaster Tool, Yandex metrica



## EXPERIENCE

January 2018 - Present

DIGITAL ACCOUNTS MANAGER

**Delaney Computer Services, Corp., NJ, USA**

Managed digital accounts of 25+ clients, including website design, website building, SEO, local SEO, PPC. Managed the remote team of the webmaster/web designer. Ran PPC campaigns on Google Ads, Bing Ads and FB. Communicated with clients regarding their digital needs. Reduced the company's digital marketing cost by 60% by using high quality remote specialists. [www.dcsny.com](http://www.dcsny.com)

June 2017- Present

DIGITAL MARKETER

**Saphir Dive & Travel, Corp., NY, USA**

Built, managed, implemented and adjusted a digital marketing strategy that helped the company become one of the most successful in its niche from website rebuilding to SEO. Managed AdWords Campaigns – reduced CPC, implemented proper account structure, increased relevant traffic through keyword research and negative keywords, A/B Split Testing, and retargeting. Worked with a webmaster/web designer team: made adjustments to the landing pages according to visitors online experiences, SEO (on site attributes, link building), sales and promotion events for the low season. [www.divesaphir.com](http://www.divesaphir.com)

2013-2019

CONTRACTED/SUBCONTRACTED DIGITAL MARKETER WITH THE FOLLOWING :

TonerConnect (USA's leading toner and cartridge buyer)

JEI Learning (leading kids' franchise businesses in the USA and Canada)

Club "Sreda" (russian chain of Banquet Halls)

Sober Consultants, LLC (sober coaching company in NJ)

Wash and Fold Me (laundry services with delivery in NY)

Ebb Tide Treatment Center (affordable drug and alcohol rehab in Florida)

Ascendant New York (upscale drug and alcohol medical detox in Manhattan)



## EDUCATION

1998-2003

**Orel Technical University, Orel, Russia**

Bachelor's Degree in Civil Jurisprudence. Summa Cum Laude

2008-2011

**The Open University, Milton Keynes, United Kingdom**

Master degree in Management. Major: Management, Marketing, Human resources. Minor: Managing performance and changes, Finance

2015-2019

**Certified Specialist** Yandex Direct and Yandex Metrica

Certified Specialist Google Adwords (Google Ads) and Google Analytics