



# NATALIA GOLENKOVA

Digital Marketing Manager, Digital Advisor

## ABOUT ME



Digital Marketing Manager (SEO, PPC, SMM, EMM & Reputational Marketing) with 10+ years hands-on experience in both digital & traditional marketing, management. Worked with 100+ companies across varying industries. Extensive experience in healthcare. Ready to lead the digital presence from the initial development and fine-tuning of a marketing strategy based on analysis of competitive environment 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.

## CONTACT

- natalia@dmarketergolenkova.com
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- 322 Bogert 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) [Download IQ report](#)

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

**Website building:** Wordpress, Wix, HTML, CSS

**SEO skills:** Moz, Ahrefs, SemRush, SpyFu, Long Tail Pro, Majestic, Wordai, Goggle API, IP Vanish, Agency Analytics

**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, Blog2Social, CopyScape, TextBroker, I-writer, Article builder, Buzzsumo

**Email skills:** Mailchimp, Constant Contact



## EXPERIENCE

February 2019 - Present

DIGITAL ADVISOR

**DIMACO WEB, LLC, NJ, USA**

Full stack digital presence services, including website design, website building, SEO, local SEO, PPC, SMM, EMM & reputational marketing. [dimacoweb.com](#)

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. [dcsny.com](#)

June 2017 - January 2018

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. [divesaphir.com](#)

2013 - Present

CONTRACTED/SUBCONTRACTED DIGITAL ADVISORE & ACCOUNT MANAGER WITH THE FOLLOWING COMPANIES:

- Overland (Outpatient Mental Health Services in California)
- Lifecape Recovery (Mental Health IOP and PHP in California)
- CNV Detox (Sub-Accute Detox in LA)
- MD Home Detox (Home detox facility in the USA)
- TonerConnect (USA's leading toner and cartridge buyer)
- 310 Recovery (Inpatient and outpatient rehab facility in California)
- New Life Recovery (IOP in New Jersey)
- Sober Consultants, LLC (Sober coaching company in NJ)
- Ebb Tide Treatment Center (Drug and alcohol rehab in Florida)
- Ascendant New York (Drug and alcohol medical detox in NYC)



## EDUCATION

**Reputational marketing:** Google Alerts, How Social, Social Mention, Mentionlitics, Medium, Vocal. 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 Metrika, Vcita

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

**Google Partner** since 2019

**Certified Specialist** Yandex Direct and Yandex Metrika

**Certified Specialist** Google Adwords (Google Ads) and Google Analytics