



NATALIA GOLENKOVA

Digital Marketing Manager, Consultant


ABOUT ME



Digital Marketing Manager/Consultant with 10+ years of hands-on experience in both digital & traditional marketing, as well as management. Specializes in SEO, local SEO, online ads, social media marketing, email marketing & online reputation. Ready to build strong digital presences from scratch & work in highly competitive digital environments, while meeting the requirements of HIPAA, ADA, WCAG, copyright & Legit Script compliance. Has worked with 100+ companies across diverse industries, including highly regulated healthcare sector. Has a proven track record of either leading companies' in-house digital marketing teams or working with her own team of highly experienced, remotely located professionals. Open to full-time positions or long-term contract work. Available to work remotely nationwide, or in a hybrid/in-person capacity within greater NYC area. As a regional leader of Putin's opposition with Jewish heritage, experienced persecution & assaults in Russia. In 2016 had to flee Russia with two kids within 24 hours & request for political asylum in the USA. Currently holds a Green Card & resides in New Jersey. In addition to a passion for digital marketing, enjoys being a dedicated mother, supportive wife, adventurous scuba diver, novice long-distance runner & avid tea lover.

CONTACT

 natalia@dmarketergolenkova.com

 (201)562-7052

 322 Bogert Ave,
Ridgewood, NJ, 07450

 dmarketergolenkova.com

SKILLS

Bilingual: Russian & English

IQ 125

General skills: Microsoft 365, G-Suit, AutoTask, LibreOffice, PDF-filler, Trello

Website design: HTML, CSS, Wordpress, Wix, Canva, Figma, Elementor, slider Revolution, Divi builder, Medsol builder, Beaver builder

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

Local SEO: Google Business profile, Bing Places, Advice local, Syn Up, Yext

PPC Ads: Google Ads Editor, Google Ads, Bing Ads, Yandex Commander, Amazon Merchant Center

Social media marketing & content building: FB, Instagram, In, Blog2Social, CopyScape, TextBroker, I-writer, Article builder, Buzzsumo, ChatGPT & other Open AI resources

Email skills: Mailchimp, Constant Contact

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 Search Central, Google Analytics, Google Search Console, Agency Analytics, Bing Webmaster Tool, Yandex Metrika, Vcita

PUBLICATIONS

Natalia.Golenkova (2023). What Works Online. Kindle Direct Publishing

Medium, 2019-Present. Consistently contribute articles on digital presence natalia-golenkova.medium.com

Vocal Media, 2021-Present. Contributor on digital marketing topics vocal.media/authors/natalia-golenkova



EXPERIENCE

February 2019 - Present

DIGITAL ADVISOR, **DIMACO WEB, LLC, NJ, USA**

Provided "white-label" 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**

Successfully managed the digital marketing accounts of 30+ clients. This involved tasks such as website design and building, search engine optimization (SEO), local SEO, and Pay-Per-Click (PPC) advertising. I effectively managed a remote team of webmasters and web designers, and was in charge of executing PPC campaigns on Google Ads, Bing Ads, and Facebook. Additionally, I was able to significantly reduce the company's digital marketing costs by 60% through the strategic use of high-quality remote specialists. dcsny.com

June 2017 - January 2023

DIGITAL MARKETING MANAGER, **John Dunham & Associates, FL, USA**

Developed and executed digital marketing strategies, encompassing SEO, PPC, SMM, EMM, and Reputational Marketing. I collaborated with in-house and remote teams to create impactful campaigns, drive web traffic, and enhance brand visibility. Utilizing analytics tools for performance assessment, I made data-driven adjustments for campaign optimization. Additionally, I managed content marketing, email marketing, and online reputation, all while keeping abreast of industry trends to maintain strategic relevance. guerrillaeconomics.com

2018 - 2022

CONTRACTED/SUBCONTRACTED DIGITAL ADVISOR:

Overland (Outpatient Mental Health Services, CA), Beldock & Saunders (Law Firm, NY), Lifecape Recovery (Mental Health IOP & PHP, CA), CNV Detox (Sub-Acute Detox, LA), Crosspointe Recovery (Rehab Facility, CA) TonerConnect (Toner & cartridge buyer, NJ), 310 Recovery (Inpatient & Outpatient Rehab, CA), Sober Consultants, LLC (Consulting Company, NJ).

2017 - Present

VOLUNTEER WORK **Jewish Family & Children's Services, NJ, USA**

Visit elderly members, primarily Holocaust survivors with Russia/USSR backgrounds. Assist in the operation of the food pantry. jfcnnj.org



EDUCATION

2015 - 2023

Google Partner since 2019, **Yandex Direct and Yandex Metrika** Certified Specialist since 2015, **Google Ads/Analytics** Certified Specialist since 2017

2008 - 2011

The Open University, Milton Keynes, United Kingdom

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

1998 - 2003

Orel Technical University, Orel, Russia

Master's Degree in Civil Jurisprudence. Summa Cum Laude