



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, PPC (Google, Bing certified /Google partner/Bing Certified), social media marketing, email marketing & online reputation. Ready to build strong digital presences from scratch & work in highly competitive environments, while meeting the requirements of HIPAA, ADA, WCAG, copyright & Legit Script compliance. Has worked with companies across diverse industries, including the highly regulated healthcare sector. Has a proven track record of leading in-house digital marketing teams or managing freelance remote professionals. Open to full-time positions or long-term contract work. Available to work remotely, or in a hybrid/in-person capacity within the greater NYC area. Currently holds a Green Card. Fled to the USA in 2016 & sought political asylum. In addition to a passion for digital marketing, enjoys being an adventurous scuba diver, novice long-distance runner & avid tea lover.

CONTACT

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SKILLS

- Bilingual: English & Russian
- [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, Google API, IP Vanish, Agency Analytics
- Local SEO:** Google Business profile, Bing Places, Advice Local, Syn Up, Yext
- PPC Ads (Google certified specialist/Google Partner):** 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**

Managed "white-label" full-stack digital presence services, encompassing website design, website development, SEO, local SEO, PPC, SMM, EMM, & reputational marketing for small marketing agencies. Directed the development & execution of comprehensive digital marketing strategies, ensuring the achievement of clients' goals. Led a team of experienced remote freelancers to deliver high-quality digital solutions & maintain positive ROI. 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-Accute 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/Bing Ads/Analytics** Certified Specialist since 2017

2008 - 2011

The Open University, Milton Keynes, United Kingdom

Master's 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