

Vladyslav Hrishin

<https://vladhrishin.com/>

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SKILLS Social media management/growth, social media analytics, Google Analytics, data analysis, Google Ads, marketing strategy/growth, branding, project management, cross-functional leadership, website optimization, entrepreneurship, communication, community management, and SEO.

TOOLS Google Ads, Google Analytics, Mailchimp, Klaviyo, ClickUp, Microsoft Excel, Instagram, Twitter, Youtube, SEMRush, Wordpress, Wix, Discord, Hootsuite, Google Tag Manager, Looker Studio.

PROFESSIONAL EXPERIENCE

7 Avenue Media

Jan 2023 – present

Marketing Strategist

- Handling marketing analytics and research for our clients.
- Manage client social media accounts
- Establish budgets for client work.
- Responsible for strategic development and execution of marketing strategies.

Global Search Solutions

Jan 2022 – Jan 2023

Junior Project Manager

Working with CRM platform Invenias by Bullhorn. My responsibilities include:

- Managing, parsing, updating our database and creating lists of essential individuals from our database for recruiter use.
- Using SQL to run searches within the database.
- Learning and understanding the drug development process and staying up to date on the biopharmaceutical industry.
- Taking the lead on helping management integrate a project management system, Click-up, into the company's tool belt. The process I am developing will allow managers to create visual search plans and consolidate data. This will help reduce re-work, help lower the learning curve for onboarding, and organize 20 years' worth of data.

Marketing Contract Work for Several Web 3 Organizations

Mar 2022 – Oct 2022

Marketing/Community Manager

- Managing and growing social media accounts (Twitter, Instagram, Youtube, and Discord).
- Planning and managing content schedules and creating and executing marketing campaigns.
- Lead copywriter.
- Cross-functional management leading various disciplines such as copywriting, community moderation, video editing, and business development.
- Project management.
- Market research and analytics.
- Email marketing and list management.

Across the three organizations, I have managed teams of up to 5 people, seen a combined \$1.3 million in funds raised, and over \$200,000 in generated revenue.

7 Avenue Media/ZeroExperienceTuner.com

Aug 2021 – Dec 2021

Marketing Intern

- Company branding and establishing an online presence for local businesses
- SEO (keyword research, SEMrush site audits, page speed, meta descriptions, headlines, backlink management, etc)
- Google Ads (running campaigns, keyword bidding, quality score optimization, landing page experience, conversion tracking, keyword research etc)
- Google Analytics (Goals, tracking KPIs, consumer funnel visualization, segmentation, consumer behavior, etc)
- WordPress
- Website auditing and optimization (Landing pages, page speeds, content, meta descriptions, etc)

Danbury Bethel SDA Church

2014 – Present

Audio Visual Director

I volunteer every Saturday at a local church by leading our Audio-Visual department.

- Manage 5-6 people at different stations (internal church media, streaming application, cameras, and sound)
- Involves running live programs weekly and extra programs when needed. Fast-paced environment requiring good time management, leadership, technology know-how, and the ability to think quick and pivot in emergency situations.

EDUCATION | Western Connecticut State University | BBA – **Interactive Digital Marketing** | GPA – **3.80** | 2019-2023

CERTIFICATES Google Analytics, Google Ads, SEO (Keyword Research, Local SEO, and SEO fundamentals).