

SVETLANA SEMENUK

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SUMMARY

Motivated marketing professional with experience in content creation, brand strategy, and analytics-driven decision-making. Skilled in managing marketing campaigns across websites, social media, and email to enhance organizational visibility and achieve strategic goals. Adept at adobe creative suite, SEO optimization, and performance tracking using analytics tools. Proven ability to create impactful content that aligns with organizational goals. Proficient in graphic design and digital tools.

EDUCATION

University of South Carolina Upstate

George Dean Johnson, College of Business & Economics

Bachelor of Science in Business Administration

Major in Marketing

Spartanburg, SC

Graduated: December 2024

Cumulative GPA: 4.0

Spartanburg Community College

Associate in Arts - AA

Concentration in Graphic Design

Graduation: July 2023

Cumulative GPA: 4.0

RELEVANT COURSEWORK

USC Upstate Interface Design – Graphic Design – Spartanburg, SC

August 2024 – December 2024

- Completed an interface design course on WordPress and Elementor, enhancing skills in visual branding and user-friendly navigation. Gained experience in responsive design and content integration for desktop and mobile platforms

PROFESSIONAL EXPERIENCE

Digital Marketing Consultant – Freelance – Spartanburg, SC

August 2024 – Present

- Conducted a digital analysis to assess online presence and identify gaps in brand awareness to improve visibility
- Developed integrated marketing plans, combining social media and email campaigns to boost brand engagement
- Led web redesigns and new site builds, focusing on user experience, SEO, and responsive design to enhance navigation

Marketing Textiles Internship – Milliken Research – Spartanburg, SC

June 2024 – August 2024

- Contributed to a website redesign test and conducted digital audits to optimize website content for SEO
- Managed competitor analysis and marketing projects, developing a 66-slide presentation on 23 competitors
- Delivered a detailed company overview to the CMO under a tight deadline, showcasing strong project management
- Collaborated on digital marketing initiatives, including social media strategies, increasing outreach and engagement

Marketing Communications – CART Fund – Spartanburg, SC.

January 2024 – April 2024

- Analyzed client's website and recommended a redesign to improve navigation, layout, and overall user experience
- Provided actionable recommendations for branding, pricing, and digital outreach to support long-term growth
- Proposed updates to newer content enhancing user experience and better communicating the brand's messages

Marketing Communications Consultant – Milliken Research – Spartanburg, SC

August 2023 – December 2023

- Accepted into a proprietary consulting project with Milliken to complete primary and secondary research
- Participated in market research for innovative product opportunities to identify trends and customer needs
- Delivered actionable insights and recommendations, aiding in strategic decision-making for product development

INVOLVEMENT AND AWARDS

- Upstate Student Marketing Association, *Member*.

August 2021 – December 2024

- USC Upstate Student Government Association, *Chairperson*

September 2021 – April 2022

- Executive Woman's Luncheon \$1,500 Scholarship Recipient

August 31, 2021

SKILLS

- Technical Skills: Skilled in WordPress, HTML, CSS, JavaScript, Python, Microsoft 365, and Adobe Creative Cloud
- Certifications: Certified in SEO, Google Analytics, Email Marketing, and SheCodes Basics
- Soft Skills: Strong problem-solving abilities, communication skills, and attention to detail with ability to identify patterns