

SVETLANA SEMENUK

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SUMMARY

Motivated marketing professional seeking to leverage digital marketing expertise, SEO best practices, and website design to drive brand awareness and engagement for organizations. Committed to developing innovative marketing strategies that enhance competitiveness and foster relationships. Areas of interest include web development and content coordination.

EDUCATION

University of South Carolina Upstate

George Dean Johnson, College of Business & Economics

Bachelor of Science in Business Administration

Major in Marketing

Spartanburg, SC

Expected Graduation: Dec. 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 Course

Enrolled in an interface design course for website development using WordPress and Elementor, creating mockups in Adobe InDesign to ensure cohesive visual branding and user-friendly navigation. Gained practical experience in responsive design, optimizing websites for both desktop and mobile platforms while enhancing content integration.

USC Upstate Student Consulting Group Project with Milliken

Accepted into a proprietary consulting project with Milliken. The goal is to assess a list of ideas for innovative products and market opportunities. Some tasks include researching customers, competitors and making data-driven recommendations.

CAMPUS EXPERIENCE

Marketing Consulting – Client Work – Spartanburg, SC

Aug. 2024 – Dec. 2024

- Conducted a digital analysis to assess online presence and identify gaps in brand awareness to improve visibility
- Developed targeted initiatives aimed at social media campaigns and content marketing to enhance outreach
- Created compelling social media and email content to clearly communicate the brand's message and goals

Milliken Marketing Textiles Internship – Intern – Spartanburg, SC

June 2024 – Aug. 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

Marketing Communications – Client Work – Spartanburg, SC

Jan. 2024 – Apr. 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

INVOLVEMENT AND AWARDS

- Upstate Student Marketing Association, *Member* **Fall 2021 - Present**
- USC Upstate Student Government Association, *Chairperson* **Sept. 2021 – Apr. 2022**
- Executive Woman's Luncheon \$1,500 Scholarship Recipient **August 31, 2021**

SKILLS

- Skilled in WordPress, HTML, CSS, JavaScript, and Project Management Tools (Asana)
- Certified in SEO, Google Analytics, Email Marketing, and SheCodes Basics