

# POLINA KUZNETSOVA

Greenpoint, NY | 818-859-2304

[polina.kuznetsova738@gmail.com](mailto:polina.kuznetsova738@gmail.com)

Passionate and results-driven Marketer with experience leading the creation of a wide range of DTC and B2B marketing materials, from sales enablement assets to [social content](#).

## Education

### **Bachelor of Business Administration (BBA),**

Marketing & Management  
Concentration (Dec 2022)  
Pace University, New York, NY

### **Skills**

Adobe Suite • Microsoft Office Suite • Google Suite • Canva • Shopify • Content Scheduling & Management • Web Content Writing • CRM • Photography • Video • Creativity • Influencer Marketing • Market Research • Multiteam Collaboration • Email Marketing • Klaviyo • Campaign Management • Meta Business Suite • Analytics

## Projects

### **Pet Wellness Challenge**

Executed promotion via social media and email (Klaviyo), original content creation and video editing, influencer outreach and contract negotiation, content scheduling, and community management. **Results:** Increased the company Instagram following by 16% in 10 days.

### **Black Friday/Cyber Monday**

Created a promotional email campaign with the goal of reengaging past customers **Results:** 50% open rate on a list of 760k delivered emails.

## Professional Experience

### **Jr. Marketing Specialist**

NuVet Labs | Jan 2023 - April 2024

- Orchestrated the management and optimization of digital platforms, increasing the organic follower count by 35%.
- Led the content development efforts, including blog posts, videos, and infographics, collateral for a pet supplement company.
- Coordinated multi-channel marketing campaigns, aligning with business objectives for brand awareness and lead generation.
- Fostered effective customer relationships through communication strategies and feedback collection.
- Implemented and monitored Key Performance Indicators (KPIs), refining strategies based on data insights.

### **Freelance** | Jun 2021 - Mar 2022

- Conducted comprehensive market research, designing a successful direct-to-consumer strategy for a handmade swimwear brand.
- Developed a unique brand identity, including logo creation and establishing an e-commerce platform on Shopify.
- Streamlined operations by managing sales, inventory, and refining digital content through Photoshop and Canva.

### **Marketing & Growth Associate**

Grab Coffee Company | Sep 2017 - Mar 2018

- Facilitated subscriber growth and retention strategies, achieving 500 paid customers in a 3-month period.
- Assisted the founders in the development and execution of a comprehensive marketing strategy, encompassing tastings, email marketing, and customer engagement.
- Managed daily operations, ensuring prompt coffee production and delivery to NYC investment bank clients.