

OLEKSANDRA CHERTOHANOVA

Digital Marketing & Social Media Marketing Specialist | 2.5+ Years of Experience

Bratislava, Slovakia | alexchertoganova@gmail.com | +421 944 168 187

Digital Marketing & Social Media Marketing with 2.5+ years of experience in B2B and B2C projects. Skilled in strategy development, content creation, campaign management, analytics, and influencer marketing. Passionate about marketing management and data-driven growth, with proven results in increasing reach, engagement, and conversions.

Education

Comenius University

Master's in Management (Trajectory: Marketing)

Bratislava, Slovakia

2025 – 2027

Halmstad University

Business Administration with Specialisation in Marketing; International Marketing Strategy

Halmstad, Sweden

2026 – 2027

Pavol Jozef Safarik University

Bachelor of European Public Administration

Kosice, Slovakia

2022 – 2025

Professional Experience

Ryvenia | Marketing Agency

Marketing Manager

Bratislava, Slovakia

November 2025 – Present

- Managed paid advertising across Meta and Google Ads, including search, display, and remarketing campaigns.
- Set up, optimized, and scaled ad campaigns with a strong focus on performance and budget efficiency.
- Worked with audience segmentation, product catalogs, Meta Pixel, and Google Tag Manager setup.
- Connected and configured GA4 and Google Search Console for performance tracking.
- Created and tested advertising creatives, including copy and visuals, to improve results.
- Designed advertising banners and developed social media promotion strategies.
- Monitored budgets, performance metrics, and KPIs, ensuring efficient ad spend.
- Prepared regular performance reports using Looker Studio.
- Developed and executed advertising strategies aligned with business goals.

DoktorPro

Content Marketing Manager

Bratislava, Slovakia

October 2025 – November 2025

- Managed three social media accounts for Slovak (2 accounts) and Polish (1 account) markets.
- Delivered full content execution: content planning, idea generation, copywriting, and storytelling.
- Created posts, stories, and Reels — from scriptwriting and filming to editing and publishing.
- Handled reporting and performance analysis to optimize content strategy.
- Collaborated with influencers: sourcing, communication, and coordination of partnerships.

Promiseo | Marketing Agency

Social Media Specialist

Kosice, Slovakia

April 2024 – September 2025

- Developed strategies in collaboration with the team for clients across various industries (construction, automotive, fitness, furniture, etc.).
- Managed content planning and brief writing for copywriters and designers; oversaw Facebook, Instagram, YouTube & TikTok accounts.

Kobra | TikTok Agency

Remote

- Created short-form video content for AI and productivity apps (AI image/video editors, Google Workspace tools, etc.).
- Developed content strategies, visual identity, scripts, and keyword guidelines for multiple brand accounts.
- Shot videos with personal participation (face & voice), edited content, and coordinated with project managers.
- Delivered weekly and monthly reports, focusing on reach, engagement, and follower growth.
- Set up and optimized Meta Ads campaigns (short- and long-term), performed monthly and semi-annual analytics and reporting.
- Executed influencer collaborations and lead generation campaigns, increasing reach, engagement, website traffic, and conversions.

Technologies & Tools

Meta Ads · Google Ads · Business Manager · TikTok Creative Center · Meta Insights · Google Analytics · Looker Studio · Canva · Figma · CapCut · VN · Lightroom · Mojo · TikTok · Notion · Asana · Google Workspace · Slack · ChatGPT · Google Gemini · ZoomSphere · Campaign URL Builder · Miro · Google Search Console · Google Tag Manager · Claude · LinkedIn

Soft Skills

Strategic & Analytical Thinking · Communication · Time Management & Multitasking · Creative Problem-Solving · Team Collaboration · Adaptability & Fast Learning

Languages

Ukrainian (C2) · Russian (C2) · Slovak (C1) · English (B2)

More cases in the portfolio