Maria Eretnova

SEO Writer, Blogger

Location

Digital nomad, currently residing in Indonesia
Open to remote work. GMT +8

Contacts

Ph. +6282145384905 / +19039331421
Facebook: mariia.eretnova
Email: mashaeretnova@gmail.com

Skills

Digital marketing, blogging, SEO, SEO writing, Facebook Ads, Youtube, Pinterest management, visual art, e-book writing, keyword research, Wordpress, VA, team management, product management, Canva.

Experience

themarketingbit.com (Blog)

Contributed to the blog in 2021
SEO, keyword research, site audit
creating outlines for blog posts
writing content
results: fastest 1st page on Google in just a few hours

acrylicpaintingschool.com (My own blog)

Since January 2021
This is my own blog dedicated to arts and crafts. I do keyword research, write SEO-optimized content, and manage my Pinterest account and YouTube channel. This blog is monetized with Mediavine and through affiliate marketing.
Tools I use/used: Keysearch, SurferSEO, RankIQ, Semrush, AnswerThePublic, Pinclicks, Google Analytics, Google Search Console, Youtube Studio, etc.

I am familiar with AI tools, but I write all my content myself.

PhotoVideoFest

2019-2022
Ads Manager

My contribution was to manage all the paid ads for each city where the festival was held.
The peculiarity of the project is that each city is launched WITHOUT a program, at the earliest 2 weeks before the festival dates.

I had a very clear KPI in terms of tickets which I always exceeded.

I also managed to significantly reduce the budget for the client (compared to what they were spending with the previous ads manager)

Ideakeep

2018-2021
Chief Marketing Officer
Russia

I was the second person to join this ed-tech startup. I covered almost all marketing with a focus on:
- SMM : LinkedIn and Twitter
- Google Optimize
- Content creation for our blog on Medium
- product development
- emails

GEONET, full-cycle marketing agency

2021-2022
SEO Writer

I was writing SEO-optimized texts in English for the real estate niche (Bali real estate and Australian real estate). Each order was around 10 to 20 content pieces and the timeline was up to 2 weeks.

Help with SEO and keyword analysis.

Less often - writing SEO content for the agency's website.

Hack The Publisher

2021— June 2022
SMM Manager

I joined this game dev team to help with marketing the newest game in development on social media.
I worked with Twitter, Vkontakte, and gaming platform Steam.

Online Schools' Production Center

2020-2021
Lead Ads Manager

- Communicating with an in-house designer on photo/video content

- Launching and optimizing paid traffic through landing/quizzes to collect registrations for webinars and workshops.
The best results were 18,000+ registrations for an art-related webinar.

VR Center

2019
Ads Manager
Russia

Project type of work. The goal was to bring the lead price down (the old price was 10USD+) and generate more leads (events or private bookings). My team created a steady stream of more than 500 leads, costing our client only 2 USD on average.

Nastoyashiy (Travel agency)

2019
Ads Manager
Russia

The goal was to introduce the audience and find the right people for this travel agency which specializes in a few very unique, and expensive, destinations.

WondeRobe

2018 — 2020
Marketing & Product Manager
Russia

My responsibilities in this fashion-tech startup covered product development, VA work, and marketing. Initially, we created a chatbot based on AI and a neural network to generate outfits for customers of partner stores based on the provided database. During the summer of 2020, we pivoted towards resale of clothing and footwear and managed to start generating profit.

Flower shop "Cvetochnay Polyana"

2018— 2019
Marketing Manager
Russia

Bring client from social media to the offline flower shop (previously social media have never generated money for this client)

Responsibilities:

- Facebook ads

- Manage social media, schedule posts, and organize contests.

- following the client's request: updating data on Google Maps, in local directories

- creating landing pages, and simple banners, setting up Google ads

- occasionally I managed the CMS (Prestashop).

- emails

I managed to convert followers into clients with an intermediate ROI of 56%.

Paint And Sip Franchise in Russia

2018— 2019
Marketing Manager
Russia

Facebook ads and marketing advice. The client held weekly events and required a steady and predictable flow of sign-ups.

I'm still in touch with this client and helped teach first franchisees how to market the events successfully (I created a whole intro video course for them).

DOKA (cargo shipping company)

2018 — 2019
Marketing manager, writer
Russia

Обязанности и достижения:
- PPC
- Social media manager
- Blog management (writing and monetizing)
- emails
Estimated ROI from 500 to 3000% (they've never done ads or marketing before), and 53% of website traffic was generated by my ads campaigns.

Group of companies Parus (Premium gym, SPA, and cafe)

2017 — 2018
Personal Assistant, later Chief Marketing Officer

Started as personal assistant to 2 members of senior management: the business owner and the CEO.

The work was carried out in the following areas:

- Carrying out personal assignments

- Managing the owner's commercial and residential real estate (rent, maintenance) together with agents (meetings, showing the space to potential renters, contracts, working with documentation and posting ads), working with city services (if necessary). Weekly reporting;

- Selling the company's property from the warehouse. Monthly reporting.

- Translation from/to English and French

- Working with documents

- Implementation of a task management system that all the employees in 2 separate locations were to use. It created a lot of resistance but the system was finally fully working and allowed the owners living abroad to closely monitor the situation.

- Developing an off-site event for fitness clubs: interaction with foreign contractors, route formation, and advertising.

- Participation in all CEO meetings, taking minutes

- Daily checklist of the club for technical equipment, cleanliness, service, etc.

I was granted the right to initiate changes and make suggestions and ideas. Many of them were implemented and are still in operation. In two months, I was assigned more work.

Due to production needs, I was engaged in recruiting.

- Screening and calling candidates

- Invitation to interviews

- Testing candidates

- Conducting interviews

- Feedback

The company has several stages of interviews: acquaintance, audit/test task and meeting with the CEO, then final meeting with the founder. 1 employee was selected, who came to work. Candidates for several management positions reached the audit and test task stage.

In November, I was awarded the opportunity to attend the International Fitness Convention in Moscow, MIOFF, representing the company. Upon returning, I was promoted to Chief Marketing Officer.

As head of the department:

- built a solid department of 3 people (went through the whole hiring and onboarding process myself)

- worked with online promotion: PPC, website administration (Bitrix), reputational marketing, working with contractors and advertising accounts on various resources, and creating landing pages (Tilda).

- working with offline promotion: organizing events, working with partners, printing, outdoor advertising, document flow, and selling advertising space on the territory of our fitness clubs. Working with designers, and developing simple layouts on my own (my skills in editing are primitive, I worked in CANVA and Photoshop when necessary). Working with photographers and videographers. Working with the print media (Svetskiy Petersburg, OVERTIME)

- working with social media: creating a content plan, maintaining social networks (FB, VK, IG), and launching advertising campaigns.

- budgeting and reporting.

I was going through systematic training. I had to learn and do a lot from scratch and fast. The company provided the opportunity to attend a 2-day training on SMM, as well as a two-day workshop for top managers. I independently attended seminars from several marketing experts.

ABBYY

2015 — 2017
Translator (French-Russian and vice versa)

I was working as a translator and private French tutor from 2013 to 2016.

Education

State Pedagogical University (Chelyabinsk, Russia)

2008 — 2013

Teacher (foreign languages, French and English)

Certificates/Courses

Product University, 2019
Product management

Vkontakte, 2019
SMM and Ads

Coaching for Top management, Team building, 2017
Russia

Moscow Business School, 2017
PR and copywriting

SMM course (Russia, 2017)