

# Maksim Sotnikov

Junior Social Media Marketing

## SUMMARY

I specialize in creating and promoting brands on social networks. Key skills: \* Development and implementation of SMM strategies \* Creation and design of content (texts, visuals) \* Setting up and maintaining targeted advertising \* Data analysis and reporting \* Work with various social networks \* Knowledge of SMM tools

## SKILLS

Figma Facebook Meta Business Manager Telegram  
Instagram Analyzing campaign performance  
Work with thought leaders advertising account analytics


## WORK EXPERIENCE

- Sales Manager at **Данченко** 2022 - present  
Obligations of a sales manager: - Development and implementation of sales strategies. - Look for new clients. - Conducting negotiations and settling arrangements. - Maintenance and support of ties with regular clients. - Market and competitiveness analysis. - Preparation of reports on sales results. - Participation in marketing approaches and promotions. - Cooperation with the marketing team and development of new products.


## EDUCATION

- management at **Dnipropetrovsk State Agrarian University** 2015-2019

## ADDITIONAL COURSES AND TRAININGS

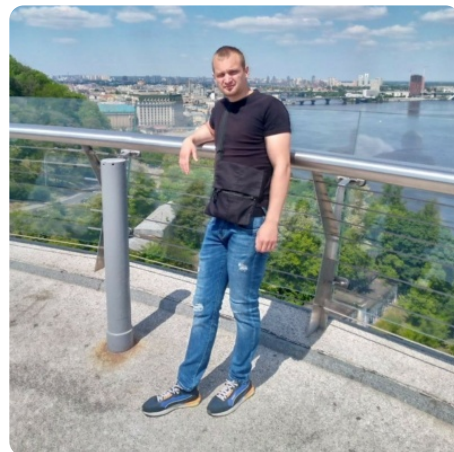
- Social media marketing at **Hillel IT school** 2024  
<https://lms.ithillel.ua/groups/66cdb03bf513b6da3c330423/homeworks/671f5962867fc3302988d0bf>  
 <https://certificate.ithillel.ua/view/84343537>

## PORTFOLIO

- Prosvannya Instagram + User Content + Community Management for **Meta** 10.2024-11.2024  
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 <https://lms.ithillel.ua/groups/66cdb03bf513b6da3c330423/homeworks/671f5962867fc3302988d0bf>

## HOBBY

Reading, sports



## CONTACTS

### Location

Dnipro, Dnipropetrovsk Oblast, Ukraine

- ✓ Remote
- ✓ Office
- ✓ Will consider relocation

### Email

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### Phone

+380994766523

### Telegram

[https://t.me/Maksim\\_Sotnikov](https://t.me/Maksim_Sotnikov)

### LinkedIn

[https://www.linkedin.com/in/maksimsotnikov?utm\\_source=share&utm\\_campaign=share\\_via&utm\\_content=profile&utm\\_medium=android\\_app](https://www.linkedin.com/in/maksimsotnikov?utm_source=share&utm_campaign=share_via&utm_content=profile&utm_medium=android_app)

## LANGUAGES

- Russian C1
- English B1
- Ukrainian C1