

Olha Ivanenko

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Adept in multitasking, focused on details, hardworking and learn quickly.

Work Experience

Junior E-Commerce Marketing Specialist

Fakro Sp. z o.o - Nowy Sącz, Poland
(June 2021 to July 2022)

- created an online store content (added products and product description, categories);
- updated the home page, landing pages, and product listings;
- assisted in supporting SEO and advertising strategies through GAds campaigns;
- monitored and maintain the product information catalog, product purchase path, friction points and ecommerce functionality to promote sales;
- provided an exceptional customer experience;
- was responsible for merchandising product and executing marketing campaigns;
- provided sales vs. projection results by preparing and forwarding sales tracking reports;
- provided customers with information on pricing and product availability;
- collaborated with internal supply chain, marketing, product development and design teams to identify opportunities and perform optimization.

Sales specialist, including E-Commerce

ZM Szubryt Sp. z o.o. - Chełmiec, Poland
(May 2017 to December 2020)

- took orders by phone and via e-mail;
- monitored the implementation orders;
- issued invoices;
- managed an online store on the PrestaShop platform;
- prepared goods for shipment;
- kept sales documentation.

Education

Postgraduate Degree in Business Information Systems

WSB-National Louis University - Nowy Sącz, Poland
(February 2022 to February 2023)

Bachelor's Degree in Information Control Systems and Technologies

Kremenchuk University of Economics, Information Technologies and Management -
Kremenchuk, Ukraine
(September 2004 to June 2009)

Skills

- Pay attention to detail
- Excellent customer relations
- Self-motivated
- Eager and focused to exceed guest expectations
- Time-management
- Adaptable to change and be able to handle multiple priorities under pressure