

# Kateryna Fomina

## Senior Marketing Specialist

Toronto, ON | [katerynafomina95@gmail.com](mailto:katerynafomina95@gmail.com) | [LinkedIn](#) | [Portfolio](#)

### CORE SKILLS

- Integrated Campaign Planning & Execution (B2C & B2B)
- Email Marketing & Audience Segmentation
- Social Media Strategy & Short-Form Video (Reels)
- Campaign KPI Tracking & ROI Analysis
- Google Search Console & SEO Optimization
- WordPress (CMS Management)
- Canva & Adobe Photoshop
- Cross-Functional Collaboration
- Project Management (Jira, Monday.com)
- Content Strategy & Copywriting
- AI-Assisted Marketing Tools (Claude, Generative AI for content & campaign ideation)

### PROFESSIONAL EXPERIENCE

#### Senior Marketing Specialist

Food Mamba | Toronto, ON | April 2025 – Present

Corporate catering & hospitality marketplace connecting restaurants and event vendors with corporate clients.

- Execute integrated B2B and brand marketing initiatives across digital, email, and seasonal campaigns to drive corporate engagement and brand visibility.
- Led full website redesign and new landing page launches, strengthening user journey, messaging clarity, and conversion flow.
- Generated 55,000+ social media views within 90 days, with 78% driven organically and +8,975% growth in account visibility, expanding brand reach across the hospitality market.
- Executed segmented B2B email campaigns achieving up to 27% open rate, supporting targeted corporate engagement.
- Improved organic rankings from page 6 to page 1 for high-intent industry keywords through structured SEO audits and on-page optimization.
- Monitor campaign KPIs (traffic, engagement, lead performance) and optimize messaging based on performance insights.
- Collaborate cross-functionally with product, design, and leadership teams to align marketing initiatives with growth objectives.
- Coordinate vendor content updates and support campaign-related content production within a multi-vendor marketplace environment.

#### Research Assistant

Toronto Metropolitan University | Toronto, ON | November 2024 – February 2025

- Supported event-related marketing communications and program presentation for academic symposium.
- Managed website updates and ensured brand alignment across digital assets.
- Coordinated with stakeholders to structure content clearly and professionally.

#### Social Media and Digital Marketing Specialist

XENA Marketing Agency | Toronto, ON | February 2024 – September 2024

- Managed social media accounts and developed content strategies for multiple clients, resulting in +13,800% growth in reach and +1,000% engagement growth for key clients.
- Executed social media strategies across platforms (Instagram, Facebook, LinkedIn, TikTok) and email newsletters, leading to increased brand visibility and engagement.
- Monitored and analyzed social media performance, using insights to refine strategies and maximize ROI.

#### Digital Marketing Specialist

Kladovaya Zdorovya Inc. | Russia | October 2020 – April 2023

Orthopedic consumer marketplace (B2C)

- Managed and optimized 3,000+ product pages, improving SEO structure and increasing conversion rate by 15%.
- Developed segmented email campaigns, increasing CTR by 25%.
- Conducted competitive analysis and organic search optimization to improve customer acquisition.
- Collaborated with design and development teams to improve website usability and content clarity.
- Managed local marketing visibility for 200+ retail locations via Google Business optimization.

## **Social Media Specialist**

Arts and Crafts Festival "Saint Petersburg Fair" | Russia | May 2021 – October 2021

- Formulated and implemented social media strategies to increase engagement for festival promotions.
- Managed content for social media platforms, growing followers and enhancing brand awareness.
- Created digital content (graphics, videos, copy) for event promotions, leading to increased event attendance.

## **Content Marketing Specialist**

Favori.shop | Ukraine | March 2019 – September 2020

- Designed promotional materials and optimized product descriptions for accessibility.
- Supported marketing campaigns with professional brochures and graphic assets.

## **EDUCATION**

### **Foundations of Digital Strategy and Marketing Management**

University of Toronto School of Continuing Studies | 2024

### **MBA Essentials**

University of Toronto – Rotman School of Management | 2024

### **Innovation and Creativity**

Harvard Business School | 2024

### **Master of Ecology and Nature Management**

Kerch State Marine Technological University | Ukraine | 2019

### **Bachelor of Ecology and Nature Management**

Kerch State Marine Technological University | Ukraine | 2017