



ARIADNA VYNOHRADOVA

Creative Marketing Manager

SKILLS

Experience with insight and trend research tools
(SocialPeta, BigSpy, SensorTower, Meta Ads Library)

Experience with analytics tools: Appsflyer, Amplitude

Understanding of key marketing metrics: CTA, CTR, CPC, CPM, etc.

Working with AI tools (ChatGPT, Nano Banana, Midjourney, Flow)

ABOUT ME

I'm a creative marketing specialist who turns trends, insights, and audience behavior into ideas that perform.

I focus on researching the market, analyzing competitors, and spotting emerging trends to develop creative concepts for ads.

CONTACTS

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🌐 viinogradoova
📍 Kyiv, Ukraine

LANGUAGES

Ukrainian- native
English- B1+
Polish- A2

EDUCATION

2020 - 2025

Kyiv National University of Trade and Economics
Bachelor's degree, Management

EXPERIENCE

August 2025 - now

Junior Creative Marketing Manager - JATAPP

- Analysis of market trends and competitors for finding creative ideas
- Generate concepts for static and video ads
- Collaborate with UA managers, designers, and product teams
- Launching Facebook Ads campaigns
- Analysis of performance metrics (CTR, CPM, CTA, etc.)
- Prepare clear briefs for designers and copywriters
- Use AI tools (Nano Banana, Midjourney, Flow, Claude) to generate visuals

September 2024 - March 2025

SMM specialist (freelance)

- Strategy development (analysis of the target audience, analysis of competitors, etc.)
- Content plan development
- Posts, stories, reels development