



VICTORIA NIKOLAEVA

Digital Content & Project Manager

vika.medias@gmail.com Vancouver BC

Summary

Dynamic and results-oriented Digital Content & Project Manager with a proven track record of spearheading successful marketing campaigns, managing high-profile events, and overseeing social content strategies in the gaming industry. Experienced in project management, creative campaign coordination, social media management, and collaboration with cross-functional teams and external partners. Skilled in strategic planning, analytics, and brand development. Passionate about driving excellence in gaming marketing initiatives. Currently preparing for the Project Management Professional (PMP) certification exam.

Skills

- Project Management
- Digital Content Strategy
- Campaign Management
- KPI Tracking & Analytics
- Search Engine Optimization
- Team Leadership
- Strategic Planning & Execution
- Marketing Strategies
- Brand Development
- Copywriting & Content Creation
- Relationship Building
- Social Media Management

Experience

Digital & Social Content Manager

03/2022 - Current

Electronic Arts (EA) | Vancouver, BC

- Orchestrated social content strategies to support FC Pro marketing initiatives, ensuring alignment with organizational goals and enhancing brand presence across platforms.
- Managed a diverse portfolio of events, including the FC Pro Open and over 8 major league Finals, coordinating comprehensive promotional plans across various channels.
- Spearheaded content creation strategies, driving performance optimization through analytics and KPI tracking.
- Collaborated with internal and external teams to deliver integrated campaigns, including in-game assets, web promotions, CRM, and console features.
- Established and maintained partnerships with league and external partners to enhance brand visibility and drive mutual growth.

Associate Marketing Manager

05/2021 - 03/2022

Smoking Gun Interactive Inc. | Vancouver, BC

- Managed branding initiatives and communication campaigns for the mobile and PC gaming markets, leading to increased brand presence and engagement.
- Managed digital content creation and distribution, ensuring alignment with brand messaging and objectives.
- Developed and executed marketing plans in collaboration with cross-functional teams, driving impactful campaigns and earning recognition for outstanding performance.

Marketing Coordinator

06/2020 - 04/2021

ScopeMedia | Vancouver, BC

- Oversaw the briefing and creation of promotional collateral for flagship products, ScopeMedia AI and Simile AI, including exhibitions, social media promotions, and social content strategies.

- Orchestrated social media content calendars to maintain consistent and engaging brand presence across platforms.
- Participated in content creation, including promotional videos and social media assets, to support marketing efforts.

Education and Training

MBA: Marketing Management 01/2020
New York Institute of Technology | Vancouver, BC

- Magna cum laude graduate



Bachelor of Science: Advertising and Marketing 05/2017
New York Institute of Technology | New York, New York

- Magna cum laude graduate
- Honor Roll from 2012 - 2017
- Phi Eta Sigma Honor Society member
- National Honor Society of Leadership and Success Member
- Advertising Leadership Award recipient

Websites, Portfolios, Profiles

- www.vnmedias.net
- www.linkedin.com/in/victoria-nikolaeva

Languages

English:	Russian:
	
Native/ Bilingual	Native/ Bilingual

Certifications

- Social Marketing - Hootsuite
- Content Marketing - Hubspot
- Digital Marketing - Hubspot
- Google Ads Measurement - Google
- Google Analytics - Google