



VICTORIA NIKOLAEVA

Senior Account Manager

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Summary

Senior account manager with 5+ years of experience leading and managing multimillion dollar campaigns, managing global accounts, and driving delivery excellence across digital, social, and in-game media. Skilled in client management, cross-functional leadership, pacing and performance optimization, and building operational processes that scale. Strong analytical and communication abilities with a track record of mentoring teams and executing campaigns that meet revenue, pacing, and quality expectations.

Skills

- Account Management
- Campaign Strategy
- Media Planning
- Client Leadership
- Cross-Functional Project Management (PMP)
- Performance Optimization
- Analytics and Reporting
- CRM and Workflow Tools
- Revenue Tracking
- Go-To-Market Strategies
- Stakeholder Management
- Creative Production Workflows
- Process Improvement
- Onboarding and Training

Experience

- Sr. Account Manager, In-Game Media**

07/2024 - Current

Electronic Arts | Vancouver, British Columbia

 - Lead global and regional multimillion dollar campaigns for clients including Comcast (Xfinity, Peacock) and Coach.
 - Own full campaign lifecycle from planning through launch, pacing, optimization, and wrap reporting.
 - Build strategic media plans, recommend placements, and support proposals in partnership with sales and analytics teams.
 - Host recurring pacing and performance reviews with internal partners and clients; identify risks and implement optimizations to improve delivery.
 - Lead campaign kickoffs, coordinate asset delivery and workflow with ad operations and creative teams.
 - Serve as primary client contact; troubleshoot delivery or implementation issues and drive solutions to prevent recurrence.
 - Develop performance reports with actionable insights for clients and leadership.
 - Maintain CRM hygiene, pipeline visibility, and accurate documentation for internal teams.
 - Train and mentor coordinators, provide workflow feedback, and standardize processes to improve team efficiency.
 - Promoted within 2 years for exceptional leadership skills.
- Digital & Social Content Manager**

03/2022 - 07/2024

Electronic Arts (EA) | Vancouver, BC

 - Led digital and social campaigns for two global launches, exceeding prior performance benchmarks.
 - Built and executed channel strategies across paid, social, and owned platforms to drive acquisition, retention, and engagement.

- Conducted audience research and performance analysis to inform creative direction, product decisions, and regional activation strategies.
- Partnered with analytics and community teams to track sentiment and behaviors, contributing to a 15% lift in player satisfaction.
- Coordinated with product, partnerships, and league teams to maintain alignment on priorities, pacing, and creative consistency.

Associate Marketing Manager

05/2021 - 03/2022

Smoking Gun Interactive Inc. | Vancouver, BC

- Managed soft launch and worldwide launch campaigns, coordinating cross-functional planning, creative delivery, performance tracking, and optimization.
- Built competitive analyses, campaign briefs, and reporting tools to improve visibility and decision-making.
- Strengthened partner and influencer relationships to expand reach.
- Promoted within six months for strong execution and operational contributions.

Marketing Coordinator

06/2020 - 04/2021

ScopeMedia | Vancouver, BC

- Developed integrated strategies and assets across product, design, and digital teams to ensure brand consistency.
- Partnered with product teams on feature launches, increasing user engagement by 25%.
- Produced content and campaigns that lifted web and social traffic by 40%.
- Trained junior marketers and standardized workflows, improving quality and delivery speed.
- Promoted within six months for exceeding performance goals.

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
- Advertising Leadership Award recipient

Websites, Portfolios, Profiles

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

Languages

English:	Russian:
Native/ Bilingual	Native/ Bilingual

Certifications

- PMP – Project Management Institute
- Social Marketing – Hootsuite
- Content Marketing – Hubspot
- Email Marketing – Hubspot
- Google Ads (Apps, Display, Video, Measurement)
- Google Analytics