



VICTORIA NIKOLAEVA

Game Industry Digital Marketing Manager

vika.medias@gmail.com | (778)-319-4413 | Vancouver, BC V5R 4P9

Summary

Motivational and Decisive Marketing Manager with years of experience driving company growth through creative and innovative strategies. Successful at overseeing all stages of initiatives, building positive relationships and promoting games with innovative and forward-thinking approaches. Marketing professional ready to offer expert knowledge of video games and video game industry.

Skills

- Game Industry Knowledge
- Strong Attention to Detail
- Project Management
- Social Media Management
- Campaign Management
- Customer Relationship Management (CRM)
- Branding
- Search Engine Optimization
- Audience Targeting
- Market Research
- Marketing Strategies
- Brand-Building Strategies
- Graphic Design Proficiency
- Copywriting Proficiency
- Campaign Development Expertise
- Digital and E-mail Marketing Expertise

Experience

Digital & Social Content Manager 03/2022 - Current
Electronic Arts (EA) | Vancouver, BC

Associate Marketing Manager 12/2021 - 03/2022

Smoking Gun Interactive Inc. | Vancouver, BC

- Develop and execute marketing campaigns.
- Oversee ongoing analysis of campaigns.
- Provide marketing research, data analysis, and trend research.
- Create and manage marketing communications across multiple channels.
- Articulate marketing plans that synchronize with connecting marketing activities.
- Stay on top of market changes and best practices.
- Help in creating and monitoring UA plans and campaigns.

ADVERTISING & MARKETING FREELANCER 01/2017 - 03/2022

VN Medias | Vancouver, BC

Host own website exhibiting skills in social media marketing, branding, strategy, and design. Additionally offering freelance marketing services via website, Facebook, and marketplace platforms such as Fiverr.

- Achieved 5 star rating and gathered positive reviews from various clients.
- Provided marketing consultation services for professionals in various industries and business lifecycles.
- Brainstormed creative methods to relate complex content to target demographics.
- Crafted strategies to generate tailor-made content aligned with brand images.
- Posted useful, creative and timely content on social media, blogs and websites.
- Reviewed analytics reports measuring success of campaigns.
- Generated monthly content calendars to schedule timely posts.

- Varied language and tone of messages based on product and medium.

MARKETING COORDINATOR

05/2021 - 12/2021

Smoking Gun Interactive | Vancouver, BC

- Strengthened game branding initiatives by developing communication campaigns, promotional materials, and market intelligence for mobile and PC gaming markets.
- Developed in-depth strategies for app store optimization.
- Crafted holistic advertising campaigns that included interstitial advertising as well as video storyboarding.
- Outlined marketing budget plans from soft launch to hard launch and beyond.
- Created A/B testing plans and materials for advertising and app store optimization.
- Leveraged industry trends and competitive analysis to enhance marketing campaigns across multitude of platforms.
- Fostered partnerships with PR agencies to enhance marketing objectives.
- Liaised with media contacts to gain exposure for game.
- Assisted with Community Management by communicating via forums, and email.
- Generated visual and verbal content for forums and in-game announcements.
- Coordinated contests and giveaways to enhance community engagement.

MARKETING COORDINATOR

12/2020 - 04/2021

ScopeMedia | Vancouver, BC

- Oversaw business communications and coordinated event promotion to increase brand awareness.
- Leveraged email, event and social campaign strategies to strengthen brand awareness with target consumers.
- Optimized app store pages for maximum conversion to drive installs and profits.
- Expanded new businesses by developing powerful sales, and marketing campaigns.
- Created daily social media posts to build robust brand presence on Twitter, Facebook and Instagram.
- Developed template email responses to streamline client communication.
- Generated monthly performance metrics and analytical reports, reviewing and communicating marketing campaign successes.
- Trained successful digital marketing interns to optimize marketing performance and learn industry.
- Leveraged industry trends and competitive analysis to improve marketing campaign performance.
- Devised data collection processes and procedures, including surveys, polls and questionnaires.
- Produced attractive and high-quality promotional materials using Adobe Creative Suite and Canva.

SOCIAL MEDIA MARKETING SPECIALIST

06/2019 - 01/2020

ScopeMedia | Vancouver, BC

- Developed and implemented strategic social media marketing plans.
- Aligned visual design and brand messaging elements to deliver consistency across digital advertising and marketing platforms.
- Utilized platforms such as Twitter and Facebook to promote services and content.
- Analyzed market data to determine and target key audience or segments.
- Proposed innovative storylines for digital content and developed unique campaigns to promote brand engagement.
- Served as main point of contact for clients, answering questions and responding to messages.
- Wrote and uploaded blog posts and articles to drive traffic to company sites.
- Identified trends through assessment of competitor activities.
- Tracked website analytics and reported findings.

- Planned, implemented and maintained successful SEO strategies.
- Monitored metrics such as redirects, click and bounce rates and other KPIs to proactively optimize campaigns.

Education and Training

MBA: Marketing Management 01/2020

New York Institute of Technology | Vancouver, BC

- Magna cum laude graduate
- Completed coursework in Marketing and Management

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
- Completed coursework in Advertising, Marketing, and Public Relations

Portfolio & Profile

- www.vnmedias.net

Languages

English:

Native/ Bilingual

Russian:

Native/ Bilingual

Arabic:

Limited

French:

Limited

Certifications

Nikolaeva

- Social Marketing - Hootsuite
- Content Marketing - Hubspot
- Email Marketing - Hubspot
- Google Ads Apps - Google
- Google Ads Display - Google
- Google Ads Video - Google
- Google Ads Measurement - Google
- Google Analytics - Google