



VICTORIA NIKOLAEVA

Game Industry Digital Marketing Manager

vika.medias@gmail.com Vancouver BC

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.

Skills

- 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
- Product Marketing
- Digital and E-mail Marketing Expertise

Experience

Account Manager, In-Game Media 07/2024 - Current
Electronic Arts | Vancouver, British Columbia

Digital & Social Content Manager 03/2022 - 07/2024
Electronic Arts (EA) | Vancouver, BC

- An integral part of 2 successful game launches, with results that have surpassed prior releases.
- Developed editorial calendars to promote consistent traffic and engagement in game, on web and social media.
- Managed content distribution across multiple digital platforms.
- Directed compelling marketing campaigns to promote, educate, and excite audiences across a variety of digital platforms.
- Conducted comprehensive market analysis, identifying emerging trends and player pain points to inform game development, positioning, and content strategy.
- Developed and executed go-to-market strategies, including integrated global campaigns that generated massive growth across all channels.
- Collaborated with product management, community teams, and league operators to gather player feedback and incorporate it into product roadmaps, resulting in a 15% increase in player satisfaction.

Associate Marketing Manager 05/2021 - 03/2022
Smoking Gun Interactive Inc. | Vancouver, BC

- Oversaw the successful soft launch and worldwide launch of a new game.
- Oversaw ongoing analysis of campaigns, tracking and reporting on KPIs.
- Strengthened game branding initiatives by developing communication campaigns, promotional materials, and market intelligence for mobile and PC gaming markets.
- Initiated and maintained relationships with industry influencers and partners to expand the company's reach and credibility.

- Conducted competitive analysis, identifying strengths and weaknesses of key competitors and using insights to refine product messaging.
- Created and optimized advertising campaigns across multiple channels.
- Received a promotion within the first 6 months of working at the company for high performance.

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

06/2020 - 04/2021

ScopeMedia | Vancouver, BC

- Aligned visual design and brand messaging elements to deliver consistency across a variety of digital platforms.
- Analyzed market data and trends to create informed product marketing strategies.
- Worked with a cross-functional team to develop and launch a software feature that improved user engagement by 25%.
- Oversaw the development of marketing materials, including product brochures, demo videos, and email campaigns, to drive lead generation and customer retention.
- Created blog posts and thought leadership articles, increasing organic web and social traffic by 40%.
- Monitored key social media metrics, analyzed campaign performance, and adjusted strategies to optimize results.
- Led and trained a team of junior marketers to successfully manage digital channels.
- Received a promotion within the first 6 months of working at the company for high performance.

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

Websites, Portfolios, Profiles

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

English:


Native/ Bilingual

Arabic:


Limited

Russian:


Native/ Bilingual

French:


Limited

Certifications

- PMP - Project management Institute
- 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