



Nadia Kostigova

Telephone +714 770 7736
Email nadezda.kostigova@gmail.com
Website nkostigova.wordpress.com
Address 3000 Madison Ave, Fullerton, 92831

Personal Statement

Every brand has stories to tell—stories that will not only engage, inform, and impact their audience, but that will also deliver on measurable business goals. My responsibility is to create a unique brand identity through careful, high-quality messaging on social media and communication. My specialties include digital media, consumer behavior, brand awareness, and omni-channel communications, customer service.

Skills

- Social Media ●●●●●
- Photoshop, HTML ●●●●●
- SPSS ●●●●●
- Management & Communications ●●●●●
- Microsoft Office, Google & iWorks ●●●●●
- InSite & Oracle ●●●●●

Experience

Social Media & Communications Specialist, Mihaylo College of Business and Economics 03/2016 - 06/2016

- Identified target market through research and data analysis.
- Developed editorial calendar to establish brand strategy.
- Designed marketing materials and generated engaging content for social media including graphics for promotions and campaigns.
- Analyzed & tracked engagement statistics & performance analytics.
- Achieved network growth and follower engagement which was outlined and presented in reports.

Sales Manager, Lithuanian Tours 03/2015 - 08/2015

- Built relationships with customers, external partners and internal teams
- Updated official website and assisted in social media channel support
- Organized, input information and updated Oracle database
- Coordinated events, managed projects and schedules to ensure timelines and deliverables are met
- Identified and pursued new opportunities to build reputation through international and local trade shows

Education

BA in French Language and Literature, Vilnius University 2010 - 2014

MA in Professional Communications, California State University, Fullerton EXPECTED GRADUATION 2017

Personal Traits



Goal-oriented



Self-strater



Digitally savvy

References

Kellee Carter, Mihaylo College of Business and Economics +657 278 8237 | kcarter@fullerton.edu