



Misha Mo

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Work Experience

Social Media Management (2017 – Now)

Responsible for social media managing, advertising, and content marketing.
Duties:

- Managing different social media platforms of the business' on a daily basis
- Converting audience members to hot leads
- Generating leads through professional CRM software
- Advertising in an indirect way to generate more leads
- Using tactical offers and promotions to boost the sales
- Providing interesting, targeted content for captions, blogs and tweets
- Creating the opportunities in which the business could be taken into real-time conversation with its online users
- Following hot online topics and using them to engage more audience
- Providing the business with a precise monthly report of the social media plan

Market Research Analysis (2017 – Now)

Responsible for providing rich data for almost any type of business through reliable sources including the information about the market, demographics, opportunities and challenges. Duties:

- Proving reliable data about the market size in a specific area
- Analysing the market trends and dynamics
- Researching for the market opportunities and challenges and offering solutions for each
- Researching for the demographics, the real audience of the market, their age, gender, habits and needs
- Anticipating the future of the market through statistics and numbers
- Offering online and offline marketing strategies
- Offering a precise competitor analysis to give a better strategy for the business

Personal Summary

An energetic, social and creative individual who is experienced at planning and creating online targeted campaigns with high degree of focus and attention. Misha is experienced at shaping interaction with the audience through various online platforms such as Facebook, Instagram, YouTube, LinkedIn, Twitter and Pinterest. Being a social media geek, she knows the users of different platforms enabling her to run and manage a social media strategy that will support the objectives of a business. Having a rich experience at writing business plans, she knows the real challenges and opportunities that each business might have, helping her to make real decisions for almost any type of business.

Experiences

- Digital Marketing
- Customer Management
- Online Campaigns
- Online Communication
- Data Analysis
- Market Research and Strategy
- Sales and Marketing