

S O C I A L M E D I A M A R K E T I N G P R O F E S S I O N A L

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PORTFOLIO 2021

Nice to meet you!

I'M JULIA

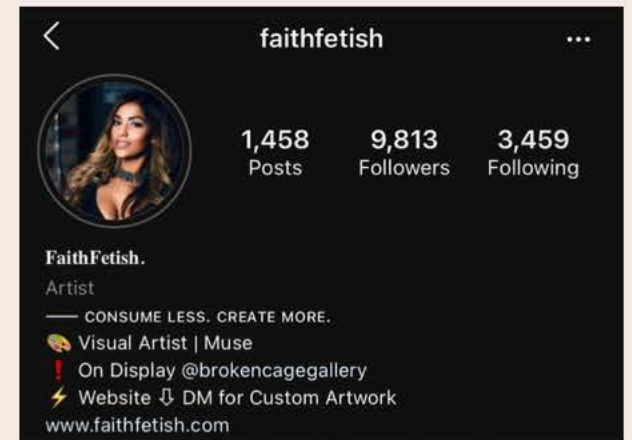
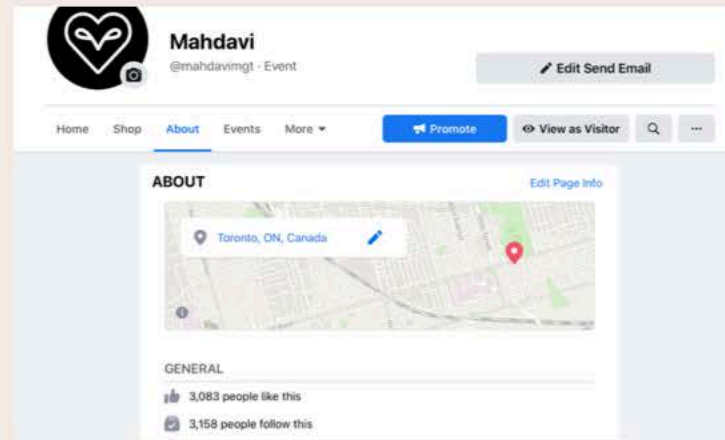


I am a Social Media Marketing Professional with over two years of experience in organic & paid social media marketing, community management and copywriting in the entertainment and tech industries.



Overview Of My Experience

I've managed communities as large as $\approx 10K$ on Instagram, $\approx 7K$ on Twitter, $\approx 2K$ on LinkedIn and $3K$ on Facebook. I've helped multiple clients enrich their social media presence by providing full audit of their profiles, growing and engaging with their audience & communities, copywriting, managing online reputation, planning and implementing advertising strategies on Instagram, Facebook, LinkedIn and Twitter, retrieving analytics and providing recommendations reflected upon data.

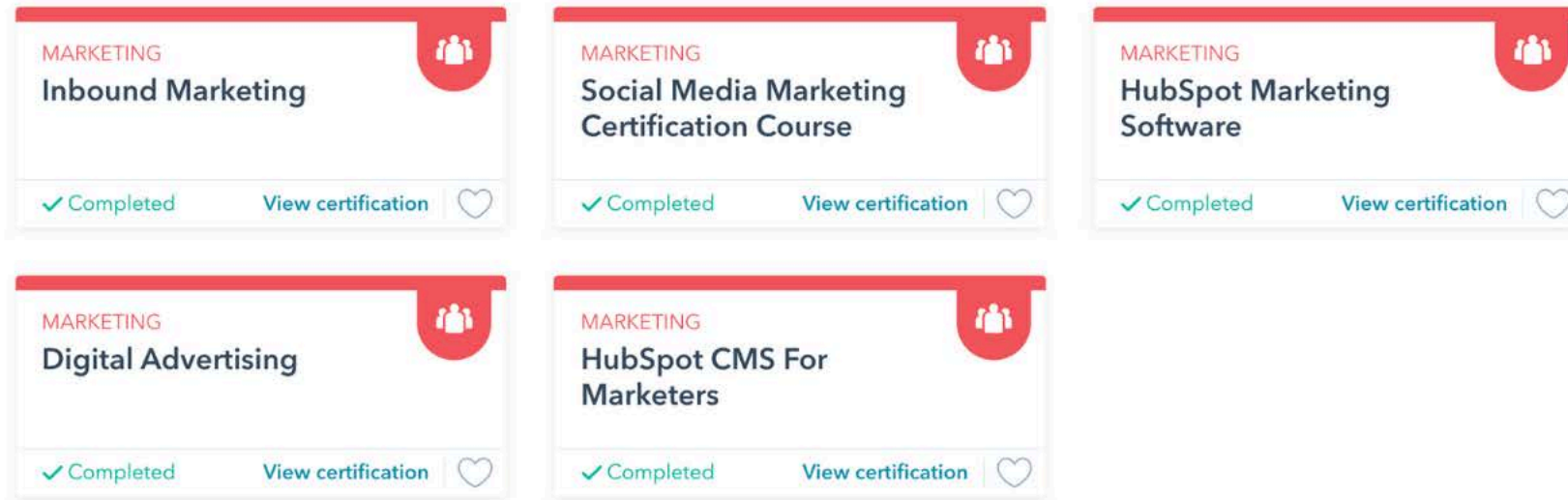


Client Work

Impressa Solutions (B2B marketing agency)

Responsible for content curation and occasional copywriting/scheduling of social media posts for 5 of their clients.

Impressa Solutions is a HubSpot partner agency, that required me to obtain some of the Hubspot Certifications needed for my role (see below).



Client Work

Mobile Growth Association

Increased brand awareness & audience engagement on Instagram, Facebook, Twitter and LinkedIn. Drove organic social media traffic of $\approx 9,000$ sessions to the website & generated $\approx 30,000$ link clicks on Facebook campaigns over the past quarter. Grew Instagram audience by 100%, LinkedIn by 17% and Facebook by 6% within 6 months.

Total Page Followers as of Today: 2,163



Traffic Analytics Date range: Custom date range 04/01/2020 - 09/21/2020 Frequency: Monthly

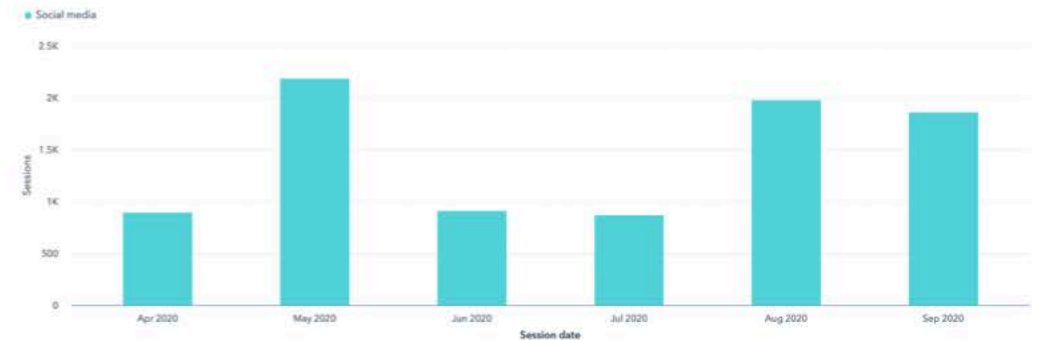
Sources Topic clusters Pages UTM Parameters

Analytics view: www.mobilegrowthassociation.com Include offline sources

Export Save as report

Sessions

Style: Column

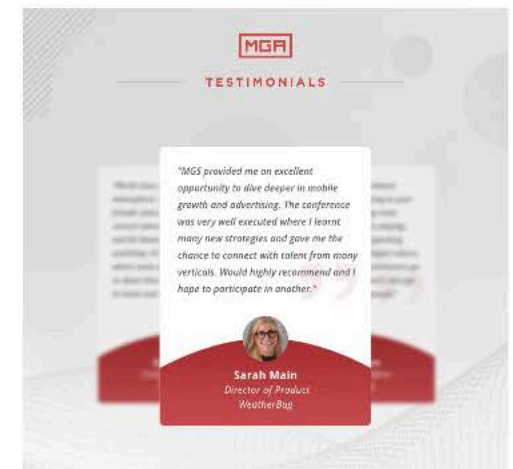


Client Work

Mobile Growth Association

Organic Social Media

- Content planning for 5 days a week/1-3 posts per day for Facebook, Instagram, Twitter and LinkedIn
- Proactive and reactivate social media engagement and reputation management on all social media platforms
- Managing two LinkedIn groups for event attendees & members as a part of community engagement
- Obtained testimonials from event attendees & speakers to showcase them on the social media platforms & website as a social proof



Client Work

Mobile Growth Association

Paid Social Media

- Successfully launched & analyzed 40 paid campaigns on Facebook & Instagram, Twitter and LinkedIn.
- Created multiple target audiences to meet each campaign's needs



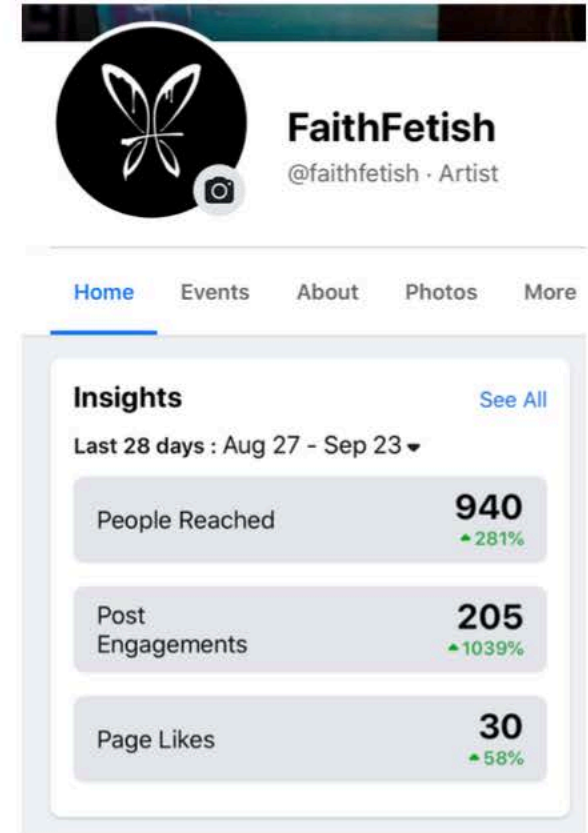
Tweet preview	Impressions	Spend	Clicks	Cost per result	Results	Results rate
Summary for 1 item	107,396	\$40.34	3,637	\$0.01 Cost per link click	3,234 Link clicks	3.01% Link click rate
 Mobile Growth Association @MobileGrowthMGA · Sep 15 Participate in #MGA's #UA in #AR workshop to learn how to create branded filters for Snapchat that can help you scale #useracquisitions. By the end of the workshop each team will have AR content and a UA strategy to reach their audience. Register now: eventbrite.com/e/ua-in-ar-wor... https://t.co/LyquBpkqzL	107,396	\$40.34	3,637	\$0.01 Cost per link click	3,234 Link clicks	3.01% Link click rate

Client Work

FaithFetish

Audience Growth & Profile Optimization

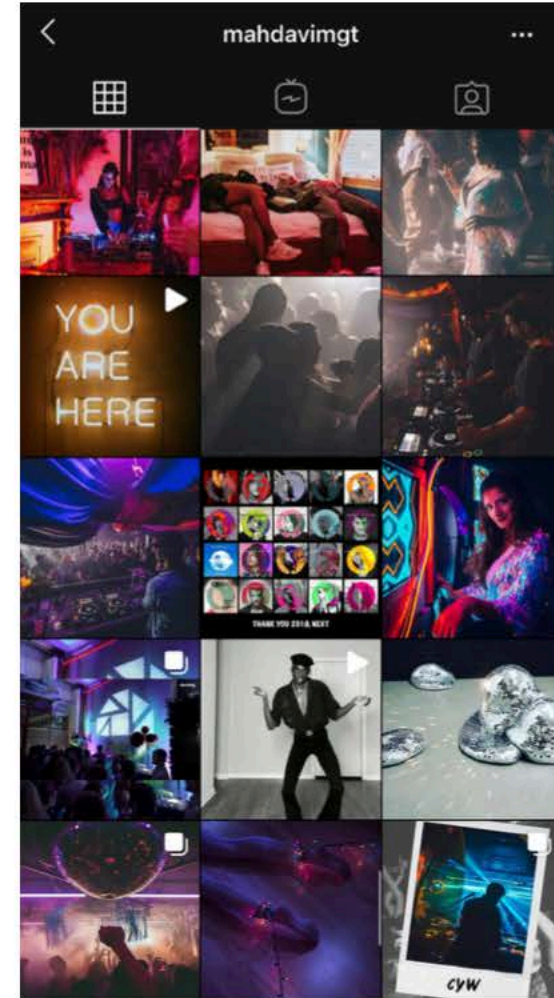
- By managing their Facebook page I was able to grow its following by 58%, boost post engagement by 1039% and reach 281% more people within 1 month just by organic optimization of the profile
- Gained ≈1,000 followers as a result of proactive engagement with profiles following similar artist pages on Instagram



Client Work

Mahdavi (2019 work)

- Content planning for 3-5 posts per week for Facebook and Instagram
- Proactive & reactive engagement on both profiles that increased Facebook following by 4% & Instagram by 20%
- Active engagement & promotion in Facebook groups to bring in more event attendees
- Basic video editing and graphic creation for promotional assets



Client Work

SoundAndNoize

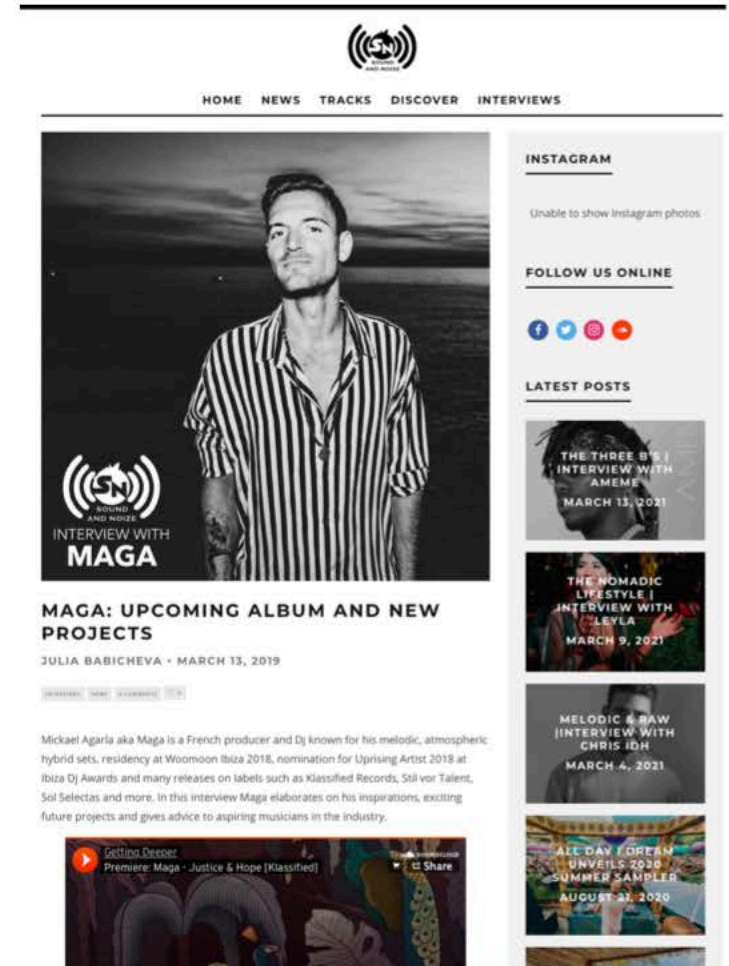
Writer

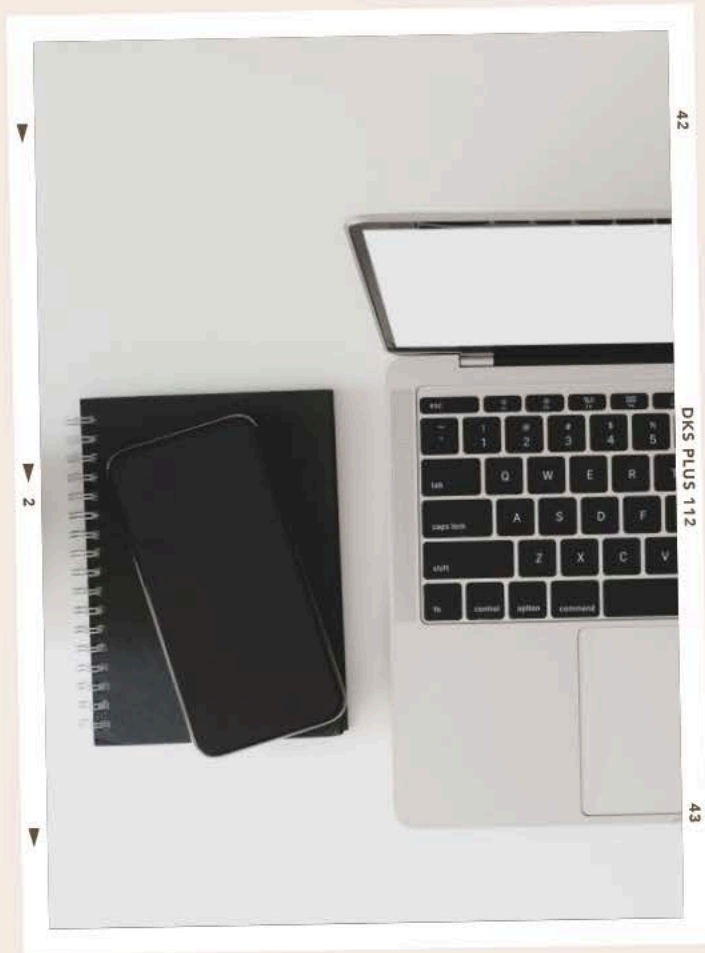
- Conducted research to find trending topics/artists in the electronic music industry. Planned and conducted interviews with established artists including David August & Maga.

Some of my work:

<http://soundandnoize.com/maga-upcoming-album-and-new-projects/>

<http://soundandnoize.com/purim-in-tel-aviv-is-a-celebration-you-dont-want-to-miss/>





My Expertise

Social Media Strategy

Copywriting

Profile Audit

Keyword, Hashtag & Competitor Research

Profile Optimization

Content Calendar Planning

Social Media Advertising (Facebook, Instagram, Twitter and LinkedIn)

Basic Graphics Creation (Canva)

Community Engagement

Get in touch with me



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