OLHA AKIMOVA

SENIOR SOCIAL MEDIA MANAGER

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EDUCATION

Bachelor's Degree · International Relations, Public Communication, Regional Studies
Lviv Polytechnic National University
2018 — 2022

PROFILE

Senior SMM Manager with 6+ years of experience building and scaling social media strategies across international markets, including 2+ years in iGaming. Launched brands and channels from zero, owned SMM direction end to end, and translated localised content strategies into measurable organic growth. Previously led an SMM team as Team Lead. Worked across the U.S., Europe, LATAM, Asia, Africa and the UAE, balancing global brand consistency with local cultural relevance. Strong hands-on expertise in Instagram, TikTok, Facebook, X, Telegram and YouTube, alongside AI-driven content production and automation, including AI video and virtual creators.

PROFESSIONAL COURSES

SMM Complete
Filatov Education, 2025–2026

New SMM
Filatov Education, 2023; V2, 2024

SMM, Content & Influencer Marketing
Setters, 2020

Social Media Marketing
Melisa Sadik & Krasa Agency, 2020

SMM
Tommy University, 2020

LANGUAGES

English — C1

Ukrainian — native

Russian — native

WORK EXPERIENCE

Senior Social Media Manager

April 2026 — Present

NDA, iGaming · Full-Time

- Launched the social presence of a major iGaming brand in Brazil from zero, reaching 500K+ monthly organic reach within 3 months, with individual Instagram videos generating 100K–7M organic views. Held end-to-end ownership of the SMM direction, from pre-launch strategy and channel setup to optimisation and scaling.
- Built the multi-channel social ecosystem across Instagram, X, Telegram and WhatsApp, defining platform roles, content pillars and growth priorities, and grew all channels organically.
- Led AI-driven content production and automation, including AI-generated video, automated content adaptation and auto-publishing workflows, doubling content output without increasing headcount.
- Created and launched an AI virtual brand ambassador for the Brazilian market, owning positioning, visual identity, lifestyle narrative, content scenarios and native integration of sports betting and casino products. The ambassador generates a stable 20K–30K organic reach per month. Extended the model with realistic AI creators used as UTM-tracked traffic acquisition channels to the product.
- Developed a Brazil-localised content strategy with editorial frameworks, content calendars and recurring formats across football, sports betting, casino, promotions, product updates and community content, and owned real-time sports communication: matchday coverage, live-event formats, polls, predictions and post-match storytelling.
- Ran Telegram and WhatsApp community strategies, including VIP communication, promo drops, engagement mechanics and subscriber activation and retention flows. Designed conversion-focused promo mechanics (Instagram/Facebook giveaways, Telegram promo-code drops, X promo hunts), translating complex bonus conditions into clear, engaging user communication.
- Defined the local tone of voice, content standards and creative direction. Managed designer briefing and production across static creatives, AI-assisted visuals, short-form video and influencer-style formats, while coordinating with CRM and Compliance teams on campaigns and promotional communication.
- Conducted market, competitor and audience research across Brazil and the wider iGaming industry, and tracked KPIs across reach, engagement, video views, community growth, traffic and conversion to identify winning formats and scale performance.

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AREAS OF EXPERTISE

- Social Media Strategy & Market Launch
- Organic Growth & Performance Analysis
- AI Content & Automation
- Content Strategy & Creative Direction
- Community Building & Retention
- Influencer & Creator Marketing
- Localisation & Multi-market Strategy
- Cross-functional Coordination (CRM, Compliance, Design)
- Crisis Communication & Reputation Management

TECH STACK

AI & automation
Claude, Midjourney, Seedance, Nano Banana

Social & analytics
Meta Business Suite, TrendHERO, UTM tracking

Design & video
Figma, Canva, Adobe Premiere Pro, Final Cut Pro, CapCut, Adobe Lightroom

Project management
Jira, Trello, Notion

WORK EXPERIENCE

Senior Social Media Manager

September 2024 — April 2026

NDA, iGaming · Full-Time

- Owned the development and execution of multi-market SMM strategies from scratch across Africa, Turkey, LATAM and Tier 3 markets.
- Managed multilingual content for a global project (EN, FR, PT, SW, AMH, ES, TR), ensuring cultural relevance and market-specific adaptation.
- Increased follower count by 120% within 9 months, positioning brand accounts among the strongest performers in their competitive set by engagement rate.
- Organized large-scale special projects that generated 185K+ views and 9K+ new followers, reinforcing the brand's reputation as a responsible market leader.
- Launched interactive campaigns (games, contests, influencer collaborations, offline activations) that significantly boosted engagement and brand awareness, and collaborated with local ambassadors and celebrities (musicians, athletes, bloggers) to strengthen brand trust and expand reach.
- Oversaw campaign performance analytics (Meta Business Suite), content optimisation and advertising budget allocation; ran regular competitor analysis and adapted content strategies to local trends, improving engagement rate and CTR across all regions.
- Coordinated with local brand support teams across Africa and developed content calendars tailored to local holidays and football events, maintaining steady reach and engagement even during the "off-season."

Social Media Manager, Team Lead

August 2023 — September 2024

SkyUp & Join UP! · Full-Time

- Led the SMM team and multi-market social strategy, achieving 1M reach during launch periods.
- Developed and optimised content plans, coordinated content creation and publication with Digital, Sales and Customer Support departments, and ran monthly campaign effectiveness analysis.
- Planned and monitored SMM campaign expenses; handled crisis management.

EARLIER EXPERIENCE

Middle Social Media Manager · Kiwi Agency — Feb 2023 — Jul 2023
Content strategy, copywriting, Reels and Stories editing, targeted ads with budgets up to $4,000, KPI reporting and client communication.

Social Media Manager · ENGin, Contract — Jun 2022 — Jan 2023
Content plans, visual content and Instagram/Facebook feeds, ambassador program, community moderation. Achieved 44.76% organic growth in Instagram reach.

Social Media Manager · New Strategies Group — Nov 2021 — Mar 2022
Content and contest activations, SMM strategies, tender proposals and influencer collaborations.

Social Media Manager · Smart Promotion — Aug 2020 — Nov 2021
Community management, content plans and strategies, photo shoots, copywriting and collaboration with bloggers.

Social Media Manager · Freelance, Part-Time — Feb 2020 — Aug 2023
Alongside full-time roles: SMM strategies, multi-platform content (Instagram, Facebook, TikTok, Telegram, Discord), influencer collaborations, targeted ads and reporting.