



Yuliia Matviishyna 18.01.1985

--Full Stack Web Developer

Student. Intern. Business College Helsinki

## WORK HISTORY

### **Elari Poland (Poland) remote works in Automotion, Marketing Manager, SMM Specialist, WordPress Developer, Front-End Developer**

01/2020- 09/2020 (Construction, Employment agency)

- ✓ WordPress Websites development, that met coding standards and cross-browser and mobile compatibilities
- ✓ Building marketing strategy for sales generation in Ukraine, Poland, Belarus. Increased brand recognition and website traffic to 2000 visitors per day. Cost of visit 0.03\$
- ✓ Facebook Ads, G-Adwords, G-Analytics
- ✓ Increased customer leads via Chat bot strategy in Facebook
- ✓ CRM customization
- ✓ Automotion of manual process of managers, timesaving management. Transport of all leads and products automatically from and into CRM
- ✓ SEO (Google top-10) and link-building campaign
- ✓ Website design, Photoshop
- ✓ Content management
- ✓ YouTube advertising and video campaign strategies. Worked closely with animation team.
- ✓ Monitored social media and online sources for industry trends
- ✓ Saved \$3000 per month by implementing cost-saving initiatives

### **IFIBU Oy (Finland) – CEO**

11/2019 – Current

### **BC Archsystems(Ukraine) – Financial and Marketing Manager**

2015-2019 (Construction)

### **Marketing Manager Freelance**

2010-2015

### **Interior Design Studio Dexima – CEO, designer**

2007-2008 (Construction)

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## PORTFOLIO

<https://elari.com.pl>

<https://com-sts.com>

<https://typography.store>

<https://myllypuronpizza.com>

<https://grilli68.fi>

<https://www.sorrisopizzeriaristorante.it>

Chat-bots:

[m.me/zakordonpl](https://m.me/zakordonpl)

[m.me/typographyst](https://m.me/typographyst)

## SKILLS

HTML CSS Java Script PHP WordPress  
Modx Drupal Joomla Figma Agile  
Scrum UX/UI Photoshop Adobe  
Fireworks Trello CRM HubSpot CRM  
Windows MovieMaker VlogStar  
Adwords, GAnalytics, Pixel, Facebook,  
Instagram, ManyChat, Zapier, YouTube  
SEO Zapier ChatBot Development  
Visual Studio

## EDUCATION

07/2008 Kyiv National Economic  
University (Ukraine) – **Master of Finance**

12/2007 LLC “Uspech” School of  
Architectural Design – **Interior Designer**

11/2010 LLC “Uspech” **Search Engine Optimization**

03/2012 LLC “Uspech” **C++**

2016 LLC “Solaris” (Belarus) – **Html  
Coder, Junior Front End**

2020 **Chat Bots** training unit

2020 Kotiva **Finnish Language course**

08.01.2021- Business College Helsinki  
**Full Stack Web Developer (Full Time Student)**

**Universal Bank for Development and Partnership –  
Chief of the sector of maintenance and monitoring of  
financial operations**

*2004-2007*

**Hobby:** Stock trading, dancing, travelling