



LIZA ROMANOVSKA

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PROFILE

Results-driven marketing strategist with five years of experience leading digital campaigns, and brand growth. Proven record of delivering high ROI for global and SME clients, including eBay, Budweiser, Nestlé, and L'Oréal. Skilled in managing large marketing budgets and developing data-driven strategies across paid media and social platforms.

Completed a BA in Digital Marketing (GPA 4.8) and currently studying Culture, Criticism & Curation at UAL to combine strategic insight with creative thinking.

WORK EXPERIENCE

- Marketing Lead** at Eduflow.uk sep' 2024 - now
 - Developed and executed full-funnel marketing strategy, integrating brand positioning, social media, and performance ads.
- PPC Manager** on Freelance feb' 2022 - now
 - Promoted chat bot BUD Alcohol Free for Budweiser FIFA 2021 with WINK agency
 - Generated subscribers for 0.45GBP with a 230% ROI for DoTerra
 - 1300% ROAS and 517 course sales for EdPro Academy
 - Attracted 52 leads for an offline event at a cost of 0.65GBP for C.Academy
- Content Assistant** at Grayling agency sep' - feb' 2022
Moscow, Russia
 - Realized go-to-market strategy and gained 2700 subscribers for Telegram channel in 2 months for EBay
- Digital Marketing Assistant** at TESLA Media 2020-2022
Moscow, Russia
 - Planned, managed, and optimized paid advertising campaigns on platforms like Google Ads, Meta Ads and Yandex to reach target audiences and maximize ROI for Nestle, L'Oreal, SBER.
 - Successfully acquired >4,765 leads for businesses in 2 years with monthly budgets from 20,000GBP

SKILLS

PPC, SEO Marketing
E-mail Marketing
Content creation (copywriting, design)
Social Media Marketing
Media planning

Tech:

Meta Ads, Google Ads, Google Analytics, Figma, Canva, Microsoft Office, CRM, Adobe Suite

EDUCATION

BA CULTURE, CRITICISM AND CURATION 2025-2028

- University of the Arts, London

BA DIGITAL MARKETING 2019-2023 GPA: 4.8

- State University of Management, Moscow

OTHER:

- Meta Certified
Digital Marketing Associate

LANGUAGES

ENGLISH, PROFICIENT

- IELTS 7.5

RUSSIAN, NATIVE

UKRAINIAN, NATIVE

SPANISH, BASIC