

Yuliia Maksymova

Marketing Project Manager

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Marketing lead with over 10 years of experience in digital and product projects. I develop marketing initiatives that drive business growth. I specialize in strategy building, team management, content marketing, and launching new AI products.

KEY SKILLS

Marketing: Digital Strategy, Content Marketing, Growth, SEO, PPC, Email Marketing

Product: Go-to-Market, MVP Development, User Research, AI Product Strategy

Management: Team Leadership, Project Planning, Stakeholder Management, Budgeting

PROFESSIONAL EXPERIENCE

Content & Website development & management

[Sociala.com](https://sociala.com) & Mybridge.tech & [UAE.lu](https://uae.lu) | October 2025 – now

- Technical management of website migration to the client's domain and hosting
- Creating new pages and forms
- Uploading content to the website
- Creating a new website, including design, copy, and forms
- Proofreading of content in french & english language
- Research and analysis of trends in the client's niche
- Creating scripts for Reels and TikTok videos
- Creating a content plan and publishing content
- Managing the editing process and assigning tasks to the editing team
- Collecting information and interviewing experts to create content for publication
- Creating lead magnets and setting up marketing funnels

Product Manager (AI Project)

You et al | September 2024 – September 2025

- Conducted competitive analysis and market research of AI products.
- Defined target segments and user needs.
- Identified key value propositions and use cases for different user groups.
- Prepared product requirements based on user scenarios and real pain points.
- Balanced product functionality and user experience priorities.
- Built the product development roadmap.
- Developed an MVP of an AI-based training course for a university. This was used to prototype a new education product.

Head of Online Events and Special Projects

Selzy | October 2022 – November 2023

- Planned and delivered a webinar schedule. Improved team workflows and analytics.
- Managed payment and registration targets. Improved content quality.
- Contributed to email and chatbot warm-up sequences.
- Led webinar promotion in the US and Brazil.
- Launched a micro-influencer project from scratch. Built processes and email sequences.
- Participated in WebSummit Rio and preparation for Web Summit Lisbon.
- Managed hiring of webinar managers and hosts.
- Led lead generation activities, including hiring and onboarding a business developer.
- Developed and launched special projects.
- Managed LinkedIn marketing for employee personal brands.

Key achievements:

- Organized and delivered an online conference with over 2,000 attendees.
- Ran A/B tests and implemented data-driven decisions. Increased webinar site conversion by 15%.
- Built and managed a funnel of 350+ potential speakers in email marketing.
- Generated over 4,000 webinar registrations in one year.
- Attracted 300+ new product users. 27 made their first payment. 15 became recurring customers.

Head of English Content Marketing Team

Trading Company | March 2022 – October 2022

- Managed content creation for financial instruments. Ensured quality and consistency.
- Built and led the English content marketing team. Set up effective processes and collaboration.
- Conducted research to improve content performance.
- Worked closely with marketing and product teams.
- Managed freelancers and external partners to optimize content production.

Senior Content Manager, Head of Content Marketing

Online University | March 2021 – March 2022

- Managed university social media accounts. Grew Instagram from 300 to 25,000 followers.
- Developed creative content ideas, photo shoots, and promotions.
- Launched and managed email communications, including newsletter templates.
- Delivered the first Open Day webinar in the company's history.
- Led and mentored the content marketing team.
- Managed projects and resource planning. Achieved cash-in targets from content channels.
- Led the webinar department.
- Created internal guidelines and process documentation.
- Trained employees and reduced content production costs.
- Represented the company at industry events.

Key achievements:

- Consistently exceeded team targets. Reached 100 percent or more of planned results.
- Built a full 360-degree content production system across platforms.
- Achieved and exceeded all cash-in KPIs from SMM channels.
- Delivered two highly rated content marketing workshops.
- Led a strategic content marketing session that resulted in new strategies.
- Initiated and delivered the first Open Day with successful paid conversions.
- Managed the webinar funnel for two months and exceeded all KPIs.
- Drove rapid social media growth to 25,000+ followers. Achieved over \$4,200 in weekly organic revenue.

EARLIER EXPERIENCE (2013–2021)

- Founded and developed an SMM communications department.
- Created and executed marketing, SMM, and content strategies.
- Managed email marketing, paid campaigns, and special projects.
- Built and managed social media sales funnels with paid targeting and analytics.
- Organized photo shoots and video production. Created new content formats for different platforms.
- Implemented community management practices. Defined KPIs and prepared reports.
- Recruited and trained SMM specialists, an email marketer, and a copywriter.
- Managed projects directly, including content planning, visual design, and influencer partnerships.
- Delivered corporate training in social media management.

OTHER PROJECTS

- Author of a digital marketing course with 600+ students
- Freelance SMM consultant with 30+ clients
- Professional brand photographer

