

INNA KOTYKOVA

MARKETING SPECIALIST / MANAGER

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Portfolio: kotikovainna.wixsite.com/marketing

LinkedIn Articles: [linkedin.com/in/inna-kotykova-us/recent-activity/articles/](https://www.linkedin.com/in/inna-kotykova-us/recent-activity/articles/)



PROFESSIONAL SUMMARY

- I don't just "do marketing." I help businesses grow. AI can execute tasks – but only people build brands.
- Marketing Professional combining an agile approach with intuition, creativity, and a strong focus on results — guided by data at every step. Passionate about innovation, always experimenting and continuously improving :-)
- Expert in strategy, branding, product, and multichannel marketing campaigns across digital and traditional platforms.
- Proven ability to drive lead generation and engagement for B2B & B2C brands in **tech, SaaS, sales, healthcare, law, and nonprofit** sectors — even from scratch and on tight budgets.
- Skilled in optimizing digital funnels to generate leads, managing UI/UX- and SEO-driven website projects, creating content, and working with CRM, CMS, email, social media, and analytics tools like Google Analytics and SEMrush.
- Comfortable working cross-functionally and independently — able to execute tasks with attention to detail and results.

SKILLS & TOOLS

Graphics & video platforms, Website builders, AI-tools, CMS, Web analytics, CRM, SAP ERP, Email apps, Social media, SEO, SEM, JavaScript, HTML, CSS, Microsoft Office Suite, Google Suite, Adobe Suite, Canva, Sharepoint, Meta Ads, LinkedIn Ads, ProPresenter, etc.

- Marketing Strategy, Product Marketing, Branding & Positioning, Funnel, Marketing Campaigns
- Content Creation & Management, Copywriting, SEO/SEM,
- Social Media (Facebook, Instagram, LinkedIn, Twitter, YouTube, Reddit, TikTok)
- Email Marketing & Automation (Mailchimp, HubSpot, Zapier), A/B Testing, Conversion optimization
- Google Analytics, Facebook Insights, Meta & LinkedIn Manager, SEMrush, UTM, Google Tags
- CRM (HubSpot, Salesforce, Clio), Event Marketing, Public Relations
- Project Tools (Trello, Asana, Slack, Kanban) and CMS Platforms (WordPress, Drupal, Joomla, Subsplash)

EDUCATION

Master of International Economics (major: Business Management) - degree with distinction. GPA: 3.9
Kyiv National University of Economics, Ukraine

CERTIFICATIONS & TRAINING

Google Digital Marketing & E-commerce (in progress) + multiple marketing / business courses & practical experience

WORK EXPERIENCE

Marketing Media Specialist

Feb 2024 - Present

FCOB – Frederick, MD (office-based)

- Manage all digital communications including website & mobile app via CMS, social media; and printed materials for a community of 1,500+ people
- Design visual content for social media, TV screens, and printed items
- Executed multiple promotional campaigns for events, increasing attendance by 35%+
- Improved website structure and content
- Create weekly bulletins, newsletters & handled press releases, email blasts, and digital, indoor & outdoor signage
- Boosted mobile app downloads and launches by 100% within the first 5 months through targeted promotion
- Increased event attendance from under 100 to 500+ for "Trunk or Treat" through targeted Facebook Ads and multichannel promotional campaign, achieving a 45% engagement rate

Marketing & Client Communications Coordinator

NICHOLS & GREEN Law Firm – Fairfax, VA (remote)

Sep 2023 – Feb 2024
02/2024 - 11/2024: concurrent

- Redesigned and managed WordPress website, improving SEO and usability
- Produced case studies, social media video content and graphics
- Managed communications via Clio CRM
- Maintained social media presence (Facebook, Instagram, Reddit)
- Increased customer reviews on Google, Yelp, and Facebook with targeted calls-to-action.

Marketing Consultant

Nov 2021 – Aug 2023

L&K Trading – FMCG, Frederick, MD (remote, contract)

- Designed brand identity, visuals and messaging for an EU FMCG brand expanding to the U.S. market
- Conducted market and competitor analysis to identify growth opportunities
- Created promotional plans and a UI/UX-optimized landing page, including SEO-focused web copy

Content Creator at WCS Law Firm – Rockville, MD (freelance project in 2023)

- Produced SEO-optimized blog content targeted at pharma/medical device prospects, along with engaging social media posts and graphics

Digital & Content Marketing Manager

Apr 2018 – Oct 2021

UTTC Group of Companies – IT & Telecom distributor, Ukraine

- Led multichannel marketing across Ukraine, Kazakhstan, and Azerbaijan, boosting brand visibility and regional presence
- Managed co-marketing with tech vendors & ran B2B events, email, social campaigns, increasing lead generation by 25%
- Oversaw website development and UX optimization, from concept and copywriting to launch
- Built landing pages, created digital graphics and digital PR strategies, wrote SEO content, white pages, testimonials, articles
- Drove SEO & marketing automation initiatives, resulting in 50% organic traffic growth and 20% higher email engagement

Marketing Manager (Product Marketing, Digital Marketing)

June 2014 – May 2018

S2B GROUP – IT & SaaS, Ukraine

5/2018 - 12/2020: consulting

- Led both traditional & digital marketing across 4 CIS countries and Poland, focusing on B2B SaaS growth
- Managed brand identity, positioning, messaging and reputation
- Conducted market research and competitor analysis
- Led product marketing for SaaS logistics solutions; managed and promoted events
- Launched multichannel campaigns that increased inbound leads by 100%
- Led website and landing page development (brief, prototyping, concept, UI/UX), wrote website copy, conducted data analysis and managed Wordpress CMS
- Oversaw content calendar and SEO strategy (for websites, blog, emails); wrote SEO blog articles, case studies, white pages, testimonials, email sequences, news and ppt-presentations.

Key Achievements: Scaled startup to Top 5 logistics software provider in CIS countries

- Boosted website conversion by 30% via UX and funnel optimization
- Grew organic traffic by 150% and leads by 50% in Year 1
- Turned an external tech site with negative reviews into a lead-gen channel and re-engaged lost clients (e.g. Coca Cola)

Marketing Manager (Product Marketing)

Toshiba Medical Systems / UMT+ (General Distributor of TMS in Ukraine) - shared office

March 2010 – May 2014

- Directed marketing strategy, budgeting, brand development, and B2B events
- Managed website (development, content, SEO, UI/UX)
- Developed and oversaw multichannel campaigns, built partnerships with medical associations and pharma companies.

Key Achievements: UMT+ became an Industry Leader; awarded by Toshiba for best marketing and sales

- Tripled workshop attendance and increased clinic patient intake by 30%.
- Supported a small agency in winning a competitive RFP over a major consulting firm

Languages: English – fluent; Russian, Ukrainian – fluent; German - basic

US Work Authorization: Lawful Permanent Resident (Green Card Holder)