

Tetiana Dmytrus

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EDUCATION

University of Washington, Michael G. Foster School of Business

Seattle, WA

Bachelor of Arts in Business Administration, Concentration: Marketing and Finance

2021- 2023

The Jack and Ann Rhodes Professional Sales Program

GPA: 3.5

Part of: Husky Sales Club, American Marketing Association, Finance and Investment Club, Women in Business Club

Relevant Coursework: Marketing Concepts • Consumer Behavior • Customer Analytics • Business Communication

Yakima Valley College

Yakima, WA

Associates of Arts in Business Administration

2019-2021

GPA: 3.8

Dual Enrollment Program, Presidential List

Marketing Projects:

- Amazon Prime Case Competition Team

Built a strategy for Amazon Prime to market to Gen Z; Semi Finalist

- Marketing 301 Product Development Project

Skills learned: product development, executive summary, implementation, marketing metrics; Grade: 92%

- Marketing 462 Research and Consumer Behavior Project

Skills learned: Salesforce, Marketo, Persona, A/B Testing; Grade: 95%

- Business Communication 350 E-Commerce Marketing Strategy Pitch Project

Skills learned: ROI, Web Design, Clickbait, Email Marketing; Grade Received: 96%; Team Captain

RELEVANT EXPERIENCE

Digital Marketing Intern

Seattle, WA

Eddie Bauer

June 2022- August 2022

- Reported weekly board summary across all marketing channels to VPs
- Optimized pricing for underperforming products and increased sales for the company by **\$65,000** in 10 days
- Led the production team and created briefs for 8 Facebook ads
- Mastered three main divisions of digital marketing: social, affiliate, display

Content Creator

Remote

Self Employed

March 2018- Present

- Developed online presence and reached **500,000** followers across Instagram and Tik Tok
- Filmed and edited visual content for daily social media posts
- Worked on influencer campaigns with 50+ companies including McDonald's, Revolve, Steve Madden

Business owner and CEO

Remote

OXTIME Digital Marketing Agency

June 2022 -Present

- Managed day-to-day business operations and developed an online presence for the business
- Provided services: social media management, content creation, Facebook Ads, Google Ads, SEO
- Converted **49** cold leads into paying clients in the first 60 days
- Supervised and trained 7 workers

LEADERSHIP ACTIVITIES

- PR and Communications Executive *UW Dormitory* September 2021-June 2022
- Marketing Officer *DECA* September 2019- June 2021
- Social Chair *West Valley High School* September 2019- June 2021
- CEO *OXTIME* June 2022 – Present

Languages: English, Ukrainian, Russian, Polish