

EKATERINA JACKSON

+44 7473088811, jacksonkatya@gmail.com

Education

2005-2010

ST PETERSBURG STATE UNIVERSITY OF ENGINEERING AND ECONOMICS

RUSSIA

Masters Degree in Supply Chain Management

- Graduated in the top 15% of the class

Experience

Sept 15-Mar 17

HULT INTERNATIONAL BUSINESS SCHOOL

LONDON, UK

Business Intelligence Analyst

- Managed competitive intelligence project across 8 countries.
- Advised global management team on sales performance based on latest analytics.
- Advised head of marketing on lead sources, email conversions and marketing channels performance.
- Managed relationship with GMAC on implementing new business assessment test to ensure high quality candidates for Master's program.

Aug 14-Aug 15

EF CORPORATE SOLUTIONS

LONDON, UK

Support and Project Coordinator

- Developed content for internal Knowledge Database to improve client management.
- Trained Customer Success team of 4 people in best practice in client management.
- Delivered analysis of business potential that lead to an upsell of £150k.

Jul 11-Aug 14

GOOGLE INC

ST PETERSBURG, RUSSIA

Russian Research Specialist and Project Manager

- Managed team of 7 researchers for localisation of data segments.
- Coordinated with other project managers and stakeholders on joint projects and delineation of project boundaries.
- Ensured highest standards for quality of data throughout the knowledge base, achieving 100% accuracy across datasets.

Aug 10-Jul 11

SCHNEIDER ELECTRIC REGIONAL DISTRIBUTION CENTRE

BUDAPEST, HUNGARY

Logistics Coordinator

- Managed the relationship between the Regional Distribution Centre and Schneider's subsidiaries in the logistics field.

Entrepreneurship

Jun 15-Current

INSTAGRAM CONSULTING SERVICES

LONDON, UK

Advising Creative Entrepreneurs and Photographers www.katyajackson.com

- Identifying target audience and how to reach them.
- Advising on content marketing, including texts and visuals.
- Providing strategies on lead generation and building an email list.

BLOG AND DIGITAL MARKETING

okbutfirstcoffee.com

- Scheduling, testing, and deploying a range of one-time, recurring, triggered and dynamic content-driven campaigns.
- Organically growing personal Instagram account (Over 21k followers).
- Creating content for Instagram accounts, Facebook page, Twitter and Pinterest.
- Built and created a popular London Photo Guide: built a pre-launch email list, created content and designed the guide, created a sales funnel to build trust with customers that brings consistent sales.
- Online Community of London Photographers: Running monthly online photo challenges for 300+ people.

Skills

LANGUAGES: English, Fluent Russian, Native

COMPETENCIES: Extensive experience with a wide range of tools.

- Quantitative analysis and Data, e.g. Tableau, Confluence, JIRA, SAP, Survey Monkey, Qualtrics.
- Website and marketing, e.g. Google Analytics, Wordpress, SquareSpace, Mailchimp, ConvertKit, Canva, Buffer, Hootsuite, Zapier, IFTTT, HTML5, CSS.
- High level of proficiency with MS office and other office applications e.g. Lotus Notes.