

ADELINE KOFRONOVA

“ Here to take your marketing to another level.”

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📄 [LINKEDIN PROFILE](#)

EXPERIENCE

BookJane / CREATIVE and DIGITAL MARKETING LEAD

Toronto, CA 01/2020 - Present

- Responsible for graphic design, creation of UX/UI mockups, photography and photo research, creation of videos and animations using tools such as Figma, Sketch, Photoshop, Illustrator, After Effects, Final cut and Adobe Premier
- Develop and implement marketing and advertising campaigns focused on our SaaS product by assembling and analyzing sales forecasts; prepare marketing and advertising strategies, plans, and objectives
- Manage all social media outlets and increase online presence on social media platforms
- Designed entire website flow, built in CMS, and maintain the [BookJane website](#) to drive lead conversion
- Tracking and optimization SEO and web traffic via Ahrefs
- Execute lead generating email campaigns in platforms such as Hubspot & Mailchimp, including building templates
- Track & report data in Google Analytics and create and maintain promotional materials inventory such as landing pages, videos, one pagers, white papers, eBooks, webinars, podcasts and blog articles

Forest Hill Real Estate Inc. / FREELANCE CREATIVE DIRECTOR

Toronto, CA 10/2019 - 01/2021

- Developed original video content for web and social media promotion
- Worked with various real estate agents on promotional materials
- Responsibilities included shooting, editing, scripting and coloring footage

Welcome To The Jungle / CONTENT CREATOR and SOCIAL MEDIA MANAGER

Prague, CZ 03/2018 - 09/2019

- Utilized Adobe After Effects and Premiere Pro to create animated titles and graphics in line with brand identity guidelines; pitched, shot, edited videos for clients, as well as behind-the-scenes
- Gathered, researched and prepared communications material for internal and external audiences
- Responsible for communication, management, and creation of media content for social media platforms - Facebook, LinkedIn & Instagram
- Researched marketing strategies of industry peers
- Assisted in the preparation of brochures, reports, newsletters and other materials such as videos, images, and graphics about employer branding, as well as creation of marketing assets for clients

Reader's Digest / MEDIA COORDINATOR/VIDEO PRODUCER

New York, USA 03/2017-12/2017

- Developed and implemented targeted communications and advertising content for a variety of media platforms
- Produced branded marketing content for distribution across media platforms – Facebook, YouTube, and Rd.com, (garnering over 4 million total views)
- Researched, planned and executed creative direction of content – wrote scripts, identified images, and edited audio and video footage
- Worked independently as well as within a team to shoot and edit special projects--such as an interview with Brett Young or Nicest Places in America 2017

Bergen Community College TV/ PRODUCTION ASSISTANT

New Jersey, USA 01/2016-12/2016

- Supported the director and producer with all aspects of production
- Captured footage with supervision from the director
- Maintained, and operated DSLR and cinema production cameras, lighting, and audio on set
- Managed and organized file structures to ensure smooth collaboration and coordination between departments

EXPERIENCE

Bergen Community College

New Jersey, USA 01/2014-12/2016

ASSOCIATE OF SCIENCE

University of Economics

Prague, 2018

DIPLOMA IN GRAPHIC DESIGN & PHOTOGRAPHY

She Codes

Toronto, 2021

DIPLOMA IN HTML, CSS & JAVA SCRIPT

SKILLS

HUBSPOT

MAILCHIMP

PREMIERE PRO

FINAL CUT

PHOTOSHOP

ILLUSTATOR

LIGHTROOM

FIGMA

MIRO

SKETCH

GOOGLE ANALYTICS

ASANA/TRELLO