

YELYZAVETA ROMANOVSKA

PRODUCT MARKETING & GROWTH

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Built a fashion-tech member platform from zero to **21 members**, secured partnerships with UKFT, Avantex and Slush (**4 B2B events**), and generated **~4,800 leads** as Marketing Lead at EduFlow UK. **5+ years** in performance marketing and SMM, now moving into product marketing. Studying at Central Saint Martins.

EDUCATION

Central Saint Martins, UAL | BA Culture, Criticism & Curation 2025–2028

Expected graduation: June 2028. Available for a 13 week full time internship in the UK from 21 June 2027.

State University of Management, Moscow | BA Digital Marketing | Graduated with distinction, GPA 4.8/5 2019–2023

EXPERIENCE

Fashion 4.0 by ZERØTEC | Community Manager | Intern, then part time | London Jul 2026–Present

- Built the membership website and platform end to end with AI tools, from positioning and UX to launch: **21 members admitted**.
- Run LinkedIn and Instagram go-to-market, including the launch content funnel, and the newsletter (**500+ subscribers, 78% open rate**).
- Co-developed partnerships with UKFT, Avantex, Slush and NF&TA (**speaking slots and stands at 4 B2B events**) and Potter Clarkson (members-only event).
- Built an investor database (**123 funds**) and outreach funnel for a London Fashion Week initiative. Co-built the pitch deck.
- Built an AI content agent that drafts LinkedIn posts for my approval in Telegram (in testing).

EduFlow UK | Marketing Lead (freelance) | UK university admissions 2023–Present

- Marketing lead for a new **digital product**, an interactive study abroad application workbook: defining the offer and testing product hypotheses with the audience.
- Found the core audience insight: Ukrainians in entry-level UK jobs want **a clear route to the career they chose**. Positioned education as the step up.
- Built the full funnel from scratch (ads, landing page, CRM, sales pipeline), replacing manual DM outreach.
- Generated **~4,800 leads at ~€4.5 CPL** across 22 Meta campaigns with lookalike and retargeting audiences.
- Lead a 4-person SMM team and content production, including video outsourcing and website copy.

Freelance | Growth & Performance Marketing | International Feb 2022–Present

- Generated **9,369 leads** for 6 residential complexes in Kazakhstan on a \$14k budget. **118 properties sold** (1,000%+ ROI).
- Delivered **517 course sales at 1,300% ROAS** for EdPro Academy (Meta, Google).
- Ran paid campaigns for Budweiser BUD Alcohol Free's FIFA chatbot with WINK agency.
- Acquired doTERRA subscribers at **£0.45 each**, 230% ROI.

Grayling | Content Assistant | Moscow 2022

- Grew eBay's Telegram channel to **2,800 subscribers in 2 months**.

Tesla Media (digital agency) | Digital Marketing Assistant | Moscow 2020–2022

- Ran paid search and social on Google, Meta and Yandex for Nestlé, L'Oréal and Sber. Budgets up to **£20k/month**.
- Generated **4,765+ leads** across client campaigns.

SKILLS

Marketing: GTM, positioning, pricing, paid acquisition, CRM, partnerships, events, A/B testing

Tools: GA4, Google Ads, Meta Ads, TikTok Ads, Excel, Kommo, Manychat, EmailOctopus, Airtable, Figma, vibe coding and AI prototyping

Certification: Meta Certified Digital Marketing Associate

Languages: English (IELTS 7.5), Ukrainian and Russian (native), Spanish (basic)