



Xenia Abramova

Digital Marketer

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✧ Summary

Proactive Marketing Professional with two years of experience in digital media strategy, specializing in driving brand growth. Specialties include: content creation, community management, strategy development, team leadership.

✧ Work Experience

M&M - Social Media Specialist

February 2025 - Present | Doha, Qatar

- Developing and managing social media strategies for 7 clients across various industries.
- Leading creative team to plan and develop content.
- Generating and publishing daily content for clients' accounts.
- Creating monthly content calendars.
- Tracking and reporting on social media insights.
- Managing client's social media communities.

Printify - Community Manager

August 2024 - October 2024 | Riga, Latvia

- Developed and executed Discord server structure and strategy, attracting 3,500 active members.
- Led a team of 5 moderators.
- Maintained direct communication with influencers and sponsors, with brands as Wix and Adobe Express.
- Created and curated content and communication materials for Discord, driving user interaction that led to over 4,000 messages during the 8-hour event.
- Collaborated cross-functionally with Social Media, Email Marketing, IT, and Legal teams to ensure a cohesive and compliant user experience.

Dental Art - Social Media Manager

November 2023 - August 2024 | Skopje, North Macedonia

- Increased Instagram followers by 20% and engagement by 45%.
- Created and maintained a content calendar.
- Created content for social media and email marketing.
- Implemented social media campaigns.
- Monitored and analysed results via Meta Business Suite and Google Ads.
- Edited images via Photoshop and Canva.
- Filmed and edited videos for social media.
- Wrote SEO-optimized blog posts to engage the audience.

✧ Projects & Training

Cvet Bistro - Content Creator

Collaborated with Cvet Bistro to create a series of engaging Reels for their social media profiles (Instagram and Facebook).

- Conducted a comprehensive analysis of the client's needs.
- Developed a tailored marketing plan and media strategy.
- Successfully increased the bistro's online presence, resulting in a 60% increase in engagement and more than 800 new followers within one month on Instagram.

SIA Rimi - Marketing Trainee

August 2022 - September 2022 | Riga, Latvia

- Monitored social media interactions via Meta Business Suite.
- Conducted keyword research via Semrush.
- Worked with promotion materials (radio and video commercials).

✧ Skills

Digital

- Facebook Ads
- Social Media Management
- Meta Business Suite
- Google Analytics
- Google Ads
- SEO
- CapCut
- MailChimp
- Adobe Photoshop
- Adobe Illustrator

Personal

- Leadership
- Communication
- Attention to details
- Problem solving
- Negotiation
- Creative Thinking
- Research
- Analytical & Critical Thinking
- Illustrating / Drawing

✧ Education

UACS - Bachelor of Business Administration in Marketing

September 2021 - October 2024 | Skopje, North Macedonia

- Magna Cum Laude Honours with GPA: 3.66 / 4.00

✧ Languages

Level

- | | | |
|--------------|---------------------|--------------------|
| • Latvian | ● ● ● ● ● ● ● ● ● ● | Native Language |
| • English | ● ● ● ● ● ● ● ● ● ○ | Fluent |
| • Russian | ● ● ● ● ● ● ● ● ● ○ | Fluent |
| • Macedonian | ● ● ● ● ● ● ● ● ○ ○ | Upper-intermediate |
| • French | ● ● ○ ○ ○ ○ ○ ○ ○ ○ | Basic |