



YULIA SOLOSHENKO

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📍 Tel Aviv, Israel

🌐 [@YuliaSoloshenko](#)

🌐 CORE SKILLS

- Problem Solving
- Communication
- Emotional Intelligence
- Attention to detail
- Adobe Illustrator
- Sketch
- Google Ads
- Facebook Ads

🎓 ACHIEVEMENTS

- Worked with over 100 different clients from a multitude of cultures and countries helping them achieve their digital objectives and goals. Good communication and a strong understanding of business needs throughout these projects have been critical.
- Won 2 Ukrainian advertising awards from writing scripts for social media ads on LBQT+.
- Published a book "Lets meet Tinder", which dove into understanding human dating behavior. The book was a top sale.
- Give lectures and course material to universities to share my knowledge and insights on social media and ethics in advertising.

🌐 VOLUNTEERING

- My agency, Svoi, provided social and digital media support for the Dog Ma Organisation, helping to raise awareness and support for street dogs without shelter.

💖 HOBBIES

- Reading
- Creative Writing
- Animal Lover

👤 ABOUT ME

An entrepreneurial marketing agency owner, who leverages passion and experience to build effective marketing strategies for global clients. Particularly skilled at creating and developing compelling content that attracts and converts viewers. Proven track record in delivering compelling copy, content design and powerful digital and social media strategies to over 100 clients across various industries and geographies.

📁 WORK EXPERIENCE

● Svoi

2018-Present

Creative Marketing Agency

Founder

- Agency owner and founder.
- Worked with over 100 global brands, across various geos, helping them achieve their digital and content goals.
- Clients include Gordons Gin, Samsung, PepsiCo, Woodtrick, Borjomi.
- Creation and development of content in 3 different languages, adapting messages to audience culture.
- Creation of brand's visual identity by developing strong brand elements that communicate the values, mission and brand perception.
- Developed cross-channel social messaging to engage different customer segments on Instagram, Facebook, LinkedIn, Tik-Tok & Telegram.
- Moderate user content to ensure all engagement with the brand amplifies the company's mission and message.
- Leverage data to understand what worked on each social media platform and how to improve engagement.

● Fedoriv, Kyil

2017-2018

Biggest marketing agency in Ukraine

Creative Copywriter

- Development of creative strategies including writing great copy for websites, social media and video scripts.
- Development of marketing strategies for achieving brand's objectives and articulating value proposition to target audiences.
- Clients included: Borjomi, Morshynska, First Line Group, Utopia, Slash dot Dash, local Ukrainian businesses. In conjunction with the DIEVO agency, worked on projects for Samsung, Gordon's Gin.

● Lacan Bar, Kharkiv (HoReCa)

2014-2018

Supervised the opening of the free space in Kharkov

Managing Partner

- Management of all accounting and operational processes.
- Promoted to managing partner within one month, due to growth in chain establishment and profitability increase.
- Managed up to 3 events a day, leading a team which consisted of 20 people.

📁 EDUCATION

● Aras Shevchenko National University of Kyiv

European University, Kyiv

Bachelor in Journalism and Marketing

🌐 LANGUAGES

- English
- Russian
- Ukrainian