

ELENA MEZHANSKAIA

Creative Brand Manager and Digital Marketing Leader with 5+ years of experience building and scaling brands through innovative storytelling, data-driven strategies, and multimedia content creation

 New York City, NY

 [Portfolio](#)

 [LinkedIn](#)

 emezhan@gmail.com

WORK EXPERIENCE

Nomadsport | Fitness Startup

Aug 2023 – May 2024

Brand Manager & Digital Marketing Lead

- Led fitness coaching service via Telegram [bot](#) for workout delivery and payments
- Drove 28% increase in user engagement through [website](#) redesign and UX improvements (Wix)
- Achieved 42% growth in user acquisition through targeted social media campaigns ([Inst](#), MetaAds)
- Led international [video](#) production projects and managed creative team in Buenos Aires

Freelance Projects

Jul 2022 – Jul 2023

Content Creator & Social Media Manager

- Increased client engagement by 18% through data-driven digital marketing campaigns
 - Developed comprehensive brand identities and social media strategies (Inst, TikTok)
 - Created 50+ multimedia marketing [assets](#) resulting in 18% average sales growth (Canva, Reels)
 - Produced [content](#) and conducted interviews at New York Bridal Fashion Week' 23
- Clients: [Sabri](#) (music artist), [DigitalRaum](#), [Nomadastate](#) (clothing brand), [The WED](#) (magazine)

Besafe Media | Sexual Health Educational Platform

Jan 2021 – Jul 2023

Founder & CEO

- Built audience of 5,000+ subscribers through targeted content strategy (Inst)
- Managed a team of 11 overseeing content creation, [marketing](#), and event programming
- Established partnerships with industry experts to create educational content
- Organized community [events](#) with 40+ attendees

Souvenir Design | Corporate Gift Design Studio

Jun 2019 – May 2023

Project Manager

- Led marketing strategy for Tretyakov Gallery's souvenir [portfolio](#) launch
- Managed design team and coordinated cross-functional stakeholders
- Executed integrated digital marketing campaigns including email and social media
- Negotiated partnerships with online media platforms

EDUCATION

New York University | New York, NY

Sep 2023 – Dec 2024

M.S. in Integrated Marketing, Brand Management Minor

Lewis and Clark College | Portland, OR

Sep 2018 – May 2022

B.A. in Psychology, Entrepreneurship Leadership Minor

Adobe PS/LR | Canva | Figma | Squarespace | Wix | Google Suite | MS Office | Outlook | MetaAds | Metabase | AmoCRM | CapCut | PixCap | Asana | Notion