

YEVHENIIA LIULKO

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📍 Kyiv, Ukraine

in /yevheniialulko

SMM & Communications Lead with 6+ years of experience in growing brands, building teams, and turning data into creative strategies. Focused on smart analytics, AI-driven content, and shaping brand voices that actually connect with people.

WORK EXPERIENCE

Netpeak US
Feb 2025 – Present

Lead SMM & Communications Manager

- Built the social media function for Netpeak US from scratch, creating content and visual standards for company and executive personal brand accounts (LinkedIn, Instagram, Facebook).
- Developed and executed SMM strategy, achieving +120% audience growth, +60% engagement.
- Oversaw full-cycle content creation – from strategy and copywriting to design briefs and publishing – integrating SMM processes with performance marketing, PPC, email, and PR.
- Applied AI-driven optimization and prompt engineering to streamline copywriting, accelerate workflows, and automate parts of the content production process.
- Designed and executed executive personal branding strategies, including the CEO, to strengthen Netpeak US's presence in the U.S. market.
- Produced and promoted online webinars with international speakers, managing the entire cycle: concept, promotion, live moderation, and post-event communications, tailored to different industry niches.
- Led cross-team collaboration and reporting processes, ensuring effective KPI tracking, campaign optimization, and community building through storytelling and thought leadership.

MacPaw
Oct 2022 – Nov 2024

Senior SMM Specialist

- Developed and implemented strategies to increase CleanMyMac brand awareness, engagement, and sales.
- Carried out day-to-day operations on all social media strategies and planning across Facebook, Instagram, Twitter, LinkedIn, TikTok, and YouTube.
- Engaged with audiences across different platforms, utilizing metrics and performance data to optimize brand presence and recognition across various media channels.
- Launched paid advertising campaigns across various platforms, including Facebook, Instagram, and Twitter.
- Oversaw the entire creative content lifecycle from concept through development and launch, coordinating with teams like PMM, PR, Influence, Community, and Brand for social media platforms.
- Worked with external vendors and agencies to negotiate contracts, fees, and services, ensuring they were cost-effective and met our needs.
- Worked closely with product marketing and management teams to ensure successful new product launches and regular marketing campaigns.

Uklon
Feb 2021 – Sep 2022

SMM Lead

- Carried out day-to-day operations on all social media strategies and planning across Facebook, Instagram, Twitter, and TikTok.
- Created ideas and wrote copy for social media posts.
- Worked with Business Manager and Ads Manager to launch promo campaigns on Facebook and Instagram.
- Led the SMM and Community management team (3 people) to build a loyal community in social networks and worked on engagement and growth.
- Led and reviewed social media assets before publishing.
- Worked alongside various teams to identify social media opportunities across both written and visual content.
- Worked closely with Product, Brand, and PR teams, to identify social opportunities for product launches and big 360 company campaigns.
- Supervised the work of Ukrainian agencies at all stages of work by creating content for social networks (TikTok, Instagram videos, Influencer campaigns), starting with writing a brief for them and ending with the approval of the final creatives.
- Launched PR and Brand Influencer campaigns with agencies and productions.
- Developed content strategies.

EDUCATION

Projector Institute

Video Production

Learned to understand the distribution of roles in production, the specifics of the professions, the stages of creating a video: pre-production, production, post-production, skills in shooting my own video, and terminology: treatment, director's script, PPM book, gaffer.

Projector Institute

Strategic Marketing

Studied design strategies and stakeholder pitching, conducted market research, and leveraged data to improve design. Utilized Lean Canvas and AI tools to enhance project agility, learning to lead teams in transitioning to high-impact roles, and fostering a strong feedback culture.

Taras Shevchenko
National University
of Kyiv

Institute of Journalism. Publishing and Editing

TOOLS

Meta Ads Manager, Google Workspace, TikTok Ads, Twitter Ads, Adobe Creative Suite, Figma, Miro, LucidSpark, Jira, Confluence, Slack, Hootsuite, Sprout Social, Asana, Trello, Notion, Canva, WordPress, Wix, Looker Studio, Tableau, Google Analytics, ChatGPT, Perplexity, Gemini, Claude, Grammarly, Midjourney, SurveyMonkey, SimilarWeb, AdEspresso.