

P O R T F O L I O

SOFIIA PODASH

Digital Marketing Specialist



About Me

I'm a digital marketer who thinks in systems rather than silos, building integrated ecosystems where SEO, content, and automation work together to drive real business growth. Over the past two years, I've acted as a full-stack growth engine for B2B brands like Ad Badger and Search Scientists, leading initiatives across technical SEO, content strategy, podcast production, and brand development. Focused on measurable results — doubling organic visibility, scaling efficient workflows, and driving conversion growth of up to 55%.

Education

Bachelor's Degree of Maria Curie-Skłodowska University • Specialization: Tourism Resource Management, 2018-2021 • Diploma Work: Business Development Strategy for the Gmina of Konstantynów	Master's Degree of Pontifical University of John Paul II • Specialization: Digital Media – Creativity, Analysis, Management, 2021/2022
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Top Skills

Search Engine Optimization • Email Marketing • Social Media Marketing • Content Management Systems (CMS) • Content Marketing

Experience

- Digital Marketing & Journalism Intern — Uaincracow.pl, 2021/2022**
- Wrote content based on search intent, structured texts for SEO, and adapted tone and format for different digital platforms.
 - Researched topics and wrote clear, accurate news and feature articles focused on relevance and readability.
 - Created photo reports from cultural and news events and selected visuals that strengthened the story and brand message.
- Visual Content Creator Intern — Ukrainian Congress, Edmonton, 2022/2023**
- Created on-brand graphic designs and visual assets for print and digital materials.
 - Designed brochures, business cards, newsletters, and web content to support campaigns and event promotion.
- Project Coordinator — Ukrainian Business in Calgary (Personal Project), 2022/2023**
- Organized charity-based workshops and business events, coordinating logistics, speakers, and promotion.
 - Independently coordinated promotional projects for Ukrainian businesses in Calgary, managing activities across digital channels.
 - Worked with affiliates, media, influencers to increase brand visibility and audience reach.
- Digital Marketer and Podcast Coordinator at Ad Badger and Search Scientists, 2023/Present**
- Designed and optimized complete digital marketing setups — SEO, social media, email automation, landing pages, WordPress CMS, and analytics.
 - Built systems focused on conversions, audience growth, and measurable results for both B2B and B2C projects.
 - Led full-cycle podcast production, from concept and content planning to publishing and promotion.

HARD SKILLS:

Skilled in SEO tools like Ahrefs for keyword research (2+ years), SEMrush (2+ years) for competitor analysis, and Google Search Console (2+ years) for performance tracking.

Proficient in WordPress for building, customizing, and optimizing websites, including landing pages and blog management.

Experienced in managing social media with Publer, Hootsuite, and Buffer (2+ years), handling content scheduling, audience engagement, performance tracking, and strategy optimization across multiple platforms.

Proficient in Google Analytics (1+ year) for tracking website traffic, analyzing user behavior, and optimizing conversion rates.

Proficient with email marketing platforms like Get Gist and Active Campaign (2+ years), creating and optimizing automated workflows, setting up email sequences, segmenting audiences and executing targeted email campaigns.

Experienced in podcast coordination and production (1+ year) using Riverside, managing episode planning, guest coordination, timestamping, graphic design for promotion, multi-platform distribution, and marketing through social media and email campaigns.

SOFT SKILLS:

Efficiently managing tasks and resources to ensure successful project completion, including timelines, deliverables, and team collaboration.

Building and maintaining strong client relationships through consistent communication, understanding client needs, and delivering results.

Identifying potential issues early, developing solutions, and resolving conflicts to keep projects on track.

WORKING TIMELINE:



INTERNSHIP

2021/2023

- Digital Marketing & Journalism Intern, Uaincracow.pl
- Visual Content Creator for the Ukrainian Congress in Edmonton

MY PROJECTS

2023/2025

- Project Coordinator at Ukrainian Business in Calgary
- Project Coordinator at Orient Minerva

FULL TIME JOB

2023/Present

- Digital Marketer and Podcast Coordinator at Ad Badger



FEBRUARY
2021



JUNE
2022



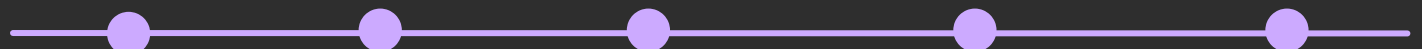
JANUARY
2023



MARCH
2023



NOVEMBER
2023 / NOW



Digital
Marketing &
Journalism
Intern,
Uaincracow.pl

Master's
Degree in
Digital
Media

Visual Content
Creator
(Internship) for
the Ukrainian
Congress in
Edmonton

Project
Coordinator
(Independent
Projects) Ukrainian
Business in Calgary
& Orient Minerva

Digital
Marketer and
Podcast
Coordinator at
Ad Badger
and Search
Scientists

internship.

In this section, I share my internship experience with two different organizations that shaped my skills in digital media and marketing.



The first internship took place at a Ukrainian media portal during my **Master's degree in Digital Media**, where I gained hands-on experience in copywriting, optimizing content for search intent, and applying SEO principles in editorial work.

The second internship focused on **visual content marketing** at The Ukrainian Congress – Edmonton Branch, where I worked on creating brochures, event announcements, and promotional materials, while learning how to apply and maintain a consistent visual identity across different communication channels.

THE FIRST PORTAL FOR UKRAINIANS IN KRAKOW

During my internship **while studying Digital Media**, my team and I explored this issue closely. We noticed that many Ukrainian expatriates in Krakow face a lack of accessible, high-quality information about local news and cultural events. Imagine how everyday life would change if they were always up-to-date with important events, exhibitions, concerts, and community initiatives in the city. This insight shaped our approach and motivated us to work on solutions that connect people with the cultural life around them, helping them feel more informed, included, and at home in Krakow.

KEY SKILLS:

- Investigative Reporting
- SEO Copywriting
- Press Release Writing
- Photography for Journalism
- AP Style Proficiency
- Technical Writing



"Authored a news article covering the nomination of renowned Ukrainian writer Serhiy Zhadan for the Nobel Prize in Literature, emphasizing his literary achievements and cultural impact during wartime."



As part of my internship, I created photo documentation of key cultural and historical events within the Ukrainian diaspora. This image captures a protest calling on NATO to close the sky over Ukraine, March 2022.

During my internship at a Ukrainian portal in Krakow, I honed my journalism and copywriting skills by writing compelling articles for the news and culture sections, transcribing and editing texts for clarity, optimizing content for search engines, and creating engaging photo reports of events.

<https://uainkrakow.pl/>

June 2022- January 2023

Internship

THE UKRAINIAN CONGRESS IN EDMONTON BRANCH

During my internship with the Ukrainian Congress Branch in Edmonton, I specialized in creating diverse **visual content marketing**.

My role involved designing a wide range of materials, including brochures, business cards, banners, pop-ups, and social media graphics, tailored to elevate the branch's brand visibility and communication.



Through this experience, I learned how visual identity works in practice and why consistency in design is essential for effective marketing communication.

KEY SKILLS

- Graphic Design
- SEO for Visual Content
- Infographic Design
- Branding and Identity Design
- Visual Storytelling
- Print Design



my projets.

In this section, I share two projects that became an important part of my professional growth. These projects helped turn ideas into real results and motivated my growth in digital marketing and content creation.



The first is my work with **Ukrainian businesses in Calgary**, where I was involved in every stage of the process — from initial idea to final execution.

The second project is **Orient Minerva**, a blog dedicated to books and literature, which I coordinated from concept to publication.



UKRAINIAN BUSINESS CALGARY

In the project involving Ukrainian businesses in Calgary, I facilitated comprehensive collaboration with local Ukrainian businesses, including product and service providers, as well as Ukrainian organizations in the area.

This included organizing and leading a **variety of master classes** on diverse topics, while also managing marketing channels to effectively promote these events and services.

Through this work, I helped engage the community, build meaningful connections, and share information effectively, supporting the visibility and impact of Ukrainian businesses and organizations in Calgary.

KEY SKILLS

- Client Relations
- Resource Allocation
- Project Management Software
- Event Planning and Coordination
- Performance Tracking and Reporting
- Contract Negotiation
- Stakeholder Communication





photo: Highlights from the portrait photography event

MAKEUP MASTER CLASS

FOR THOSE WHO WANT TO LOOK LIKE A MASTERPIECE



UB CALGARY



photo: Snapshots from the makeup workshop

March 2023 - December 2025

Independent & Personal Projects



Orient Minerva

Orient Minerva is my independent creative project focused on books, mindful reading, and cultural content. I manage the project end-to-end, combining content creation, blogging, and digital marketing.

Skills Gained:

- Magazine Publishing
- Influencer Collaboration
- Content Curation
- Project Coordination
- Strategic Planning and Execution
- Content Strategy Development
- Community Engagement
- Marketing and Promotion
- Public Relations



1

Orient Minerva Marketing Blog

A blog about marketing and selling books for authors.

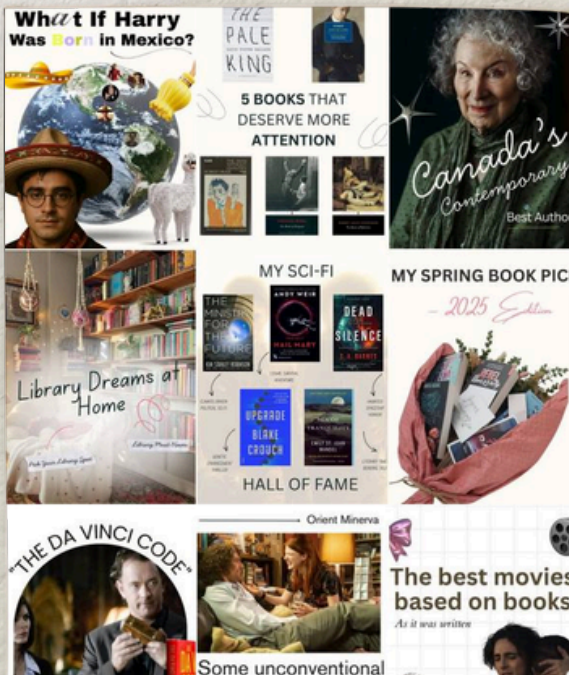


- Designed and launched a content-focused website
- Built email lead funnels, growing an email list to 500+ subscribers
- Created and ran email nurturing campaigns with 35–40% open rates
- Managed social media channels
- Wrote and maintained a blog on book marketing and publishing
- Created guides and educational materials for writers on how to write, pitch, and sell books

2

Orient Minerva Book Blog

A blog for book lovers about books and reading.



- Created and managed an independent monthly Manuscript magazine (12+ issues published)
- Developed and executed social media strategies, growing the audience to 1000+ followers
- Produced content marketing materials, including guides and educational posts (100+ pieces of content)
- Collaborated with 5+ influencers and book bloggers to expand reach
- Ran a personal blog focused on books
- Planned and maintained a consistent content calendar
- Improved skills in branding, storytelling, audience engagement, and digital communication

Orient Minerva

December Edition

MANUSCRIPT

"CHRISTMAS IS NO LONGER A
HUMBUG TO ME: IT HAS BECOME
A TIME OF REFLECTION,
ATTITUDE, AND GIVING."

In this issue, explore the deep character
of characters in Dickens' classics, experience the
formative spirit of Christmas through the
magical world of Harry Potter, and uncover the
timeless themes in Alcott's Little Women.

WWW.ORIENTMINERVA.COM

November 2023 - Now

Full time job

DIGITAL MARKETER AD BADGER

Thanks to my work, Ad Badger was able to secure a leading position in the Amazon PPC market and achieve stable business growth.

Key areas of coverage:

Full-funnel digital marketing strategy

SEO & Organic Growth (B2C and B2B)

Social Media Management (SMM)

Email Marketing & Automation

Landing Pages & Conversion Optimization

Content Marketing

Podcast Production & Distribution

Analytics, Performance Tracking

WordPress Website

Visual & Graphic Design Support





TOOLS & PLATFORMS:

- CMS: WordPress, Elementor, Yoast SEO, WPForms, WooCommerce, WP Rocket, Media Library Management
- SEO: Google Search Console, Ahrefs, Google Keyword Planner, Screaming Frog
- Analytics: Google Analytics (GA4), Google Tag Manager, Google Looker Studio
- Email Marketing: GetGist, Active Campaign, MailerLite
- Social Media Marketing: Publer, Meta Business Suite
- Design Support: Canva, Gemini Nano Banano



CORE ACHIEVEMENTS:

Independently strategized, executed, and optimized end-to-end digital marketing funnels (SMM, SEO, email automation, landing pages).

Built and optimized conversion-focused landing pages, improving conversion rates by 25–40%.

Led SEO strategies for B2C and B2B projects, increasing organic traffic by 40%+.

Managed social media strategies across platforms, driving 30%+ engagement growth.

Set up and scaled email marketing funnels, growing mailing lists to 800+ subscribers with 35–40% open rates.

Managed websites and content using WordPress CMS (100+ published pages and posts).

Monitored performance and analytics to continuously improve ROI and campaign efficiency.

Independently coordinated end-to-end podcast production, from concept to distribution.

Produced and published 100+ podcast episodes, ensuring consistent, high-quality delivery across platforms.

SOCIAL MEDIA MARKETING

I faced the challenge of building a strong social media presence from scratch for a B2B business. To solve it, I developed a clear strategy, created engaging content, and managed posting consistently across platforms.

How Ad Badger Helped Freshfield Conquer a Competitive Market

Freshfield is a supplement company from Vancouver dedicated to helping people and the planet stay healthy.

The Goal To balance SEO Ranking with PPC while scaling and lowering ACOS.

Results

- 305% Sales Increase with Ad Badger
- 206% Clicks Increase
- 632% Impressions Increase
- 18% ACOS Decrease

The Challenge The supplement category is very challenging: high ACOS is the norm, product standards are high, and competition is tough.

"We have definitely grown as a company... It feels like Ad Badger has become part of our team."

ADBADGER

My posts highlighted the unique advantages of Ad Badger, showcasing its capabilities and efficiency in managing Amazon PPC.

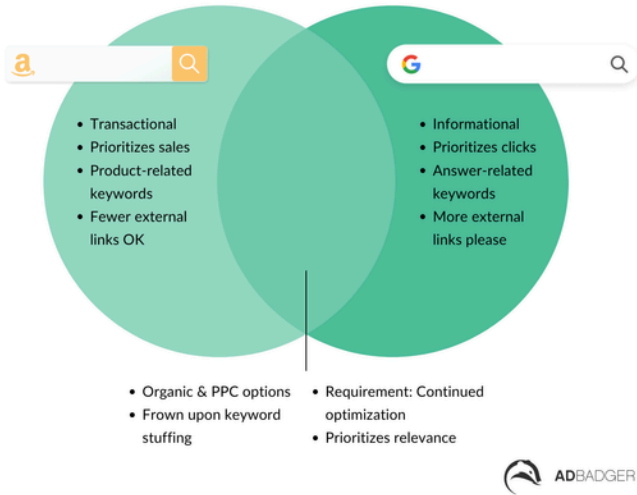
Ad Badger Testimonials

Featuring Matthew Wood



I developed compelling case studies that showcased real examples of successful use of Ad Badger for managing Amazon PPC.

What are the similarities and differences between Amazon SEO and Google SEO?



- Amazon SEO:**
 - Transactional
 - Prioritizes sales
 - Product-related keywords
 - Fewer external links OK
- Google SEO:**
 - Informational
 - Prioritizes clicks
 - Answer-related keywords
 - More external links please
- Similarities:**
 - Organic & PPC options
 - Frown upon keyword stuffing
 - Requirement: Continued optimization
 - Prioritizes relevance

ADBADGER

www.adbadger.com

I created interactive content that explained the basics and benefits of Amazon PPC, making it accessible and engaging for our audience.

ADBADGER



Ad Badger has been working well- perhaps too well as I have cut a lot of fat.

MB



I actively encouraged users to join our community by creating interactive campaigns and content that stimulated engagement.



SEARCH ENGINE OPTIMIZATION

RESULTS OF WORK: TOTAL INCREASE

Organic traffic

+100%

Organic Keyword

+38.1%

Number of Top Keywords

+81.25%

The challenges I faced included ensuring that content was optimized for search engines and engaging for readers. I needed to find the right balance between technical SEO elements and creative content.

To address these challenges, I conducted thorough keyword research using tools like Ahrefs, created and optimized content for blogs, websites, and landing pages, and ensured all meta tags, headers, internal links, URL structures, images, and page load speeds were optimized. I also engaged in link building through partnership blogging and link exchanges, establishing connections with other bloggers and webmasters to improve site authority.

As a result, my efforts led to significant improvements in organic traffic, higher conversion rates, and overall better search engine rankings. My daily routine involved keyword research, writing and optimizing articles, setting up meta tags, headers, and URL structures, ensuring fast page loading times, analyzing traffic and user behavior with Google Analytics, and continuously refining campaigns for better performance.

KEY SKILLS:

- On-page SEO optimization
- Technical SEO audits
- Content SEO optimization
- Local SEO optimization
- SEO competitor analysis
- Backlink & off-page SEO management

Boosted conversion rates by:

25%

Enhanced blog engagement by:

57%

Increased session duration by:

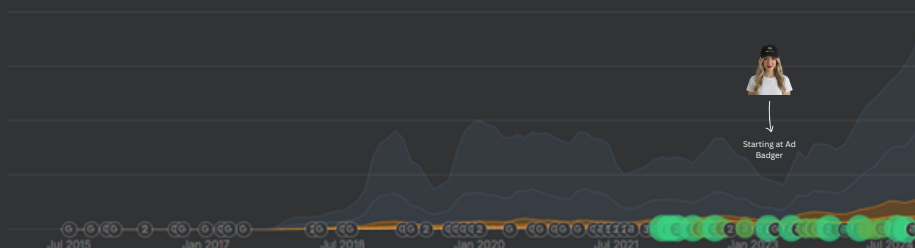
19%

Boosted lead generation by:

43%

Organic positions ▾

1-3 4-10 11-20 21-50 51+



What types of content have I used in web marketing?

- Blog Posts
- Landing Pages
- Webinars and Online Seminars
- Testimonials and Case Studies

What skills do I have in using WordPress plugins?

- Knowledgeable in using the Elementor plugin to create custom pages and layouts.
- Skilled in using Yoast SEO plugin for optimizing website content.
- Employing various methods to create effective pop-ups.



EMAIL MARKETING

Hi Daffin Badger, how was your April 2023?

We're testing automation as we move into May 2023, and we're proud of our work in April so far. Here's your monthly roundup of anything important you might have missed from Ad Badger!

Ad Badger App

Our engineering team has been at it again! While there are many new features to share, here are the highlights.

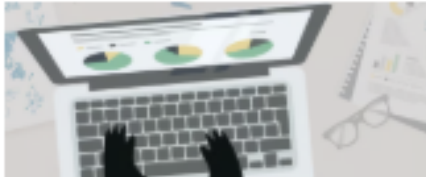
Here's everything that's new:

This month, our engineers at Ad Badger did something incredible — they launched version 2 of the Ad Badger software, and it's better than ever.

From faster product syncing to a cleaner, more intuitive Mega Menu, everything's been upgraded to help you work smarter. And with the brand-new Agency Mailer, managing big clients just got way easier.

Let's give a big round of applause to our engineers — they absolutely crushed it this month! 🎉🎉🎉

Here's our roadmap and what we're building next.



Want to get Ad Badger for your Amazon business? Let's talk.

The PPC Den Podcast

Amazon Marketing Cloud: Retarget Viewers & Cart Abandoners

Good news, AMC finally lets you target audiences on one of your Sponsored Product campaigns. Amazon made it super easy too. A few clicks and you're creating killer campaigns that hit your most valuable prospects exactly when it matters. [Listen now.](#)

Tackle 70% Wasted Spend with N-Gram Laddering in Amazon Ads

We'll walk you through what N-Gram Laddering is, how we used it to clean up that account, and how you can apply it to your own search term reports. If you've ever felt like your campaigns are doing okay, but not great — this might be the insight you didn't know you needed. [Listen now.](#)

Sneaky defaults that drain your budget in 2023

In this episode with Rachel Badger, we're talking about something a lot of people miss — the sneaky defaults in Amazon ads that quietly eat up your budget. Rachel breaks down how things like automatic bidding (yes, it gets up and sneaky by default), broad targeting, and off-Amazon ads all kick in unless you change them. Sounds helpful, right? [Listen now.](#)

Finding Your Zone of Possibility for Amazon PPC Rankings

In this episode with Dan Stone, we dive into the zone of possibility on Amazon. How much of your product can actually rank, or are you just throwing ad spend into the wind? We'll break it all down — how to spot real, reliable opportunities, why your conversion rate is your secret weapon, and how to build smart, targeted keyword budgets that actually make sense. [Listen now.](#)

Badger Den Highlight



Thank you for the overwhelming wave of feedback about our existing service — we can barely send enough thanks your way! 🙏

Lately, our existing has been gaining serious momentum, and it's all thanks to you. Your kind words, insights, and support keep us moving forward. Keep the feedback coming — we're here for it!

If you're reading this and you'd like to learn more about what we can do for you, schedule a product demo with us now.

We have being your resource for all of the latest tips and tricks in Amazon Advertising!

Please forward this email to a friend who should subscribe to our newsletter and help them unleash their inner Badger.



- Newsletter email campaigns
- Promotional email campaigns

Production Performance Data

I noticed that our newsletter open rates and engagement levels were not meeting our goals, leading to missed opportunities for audience connection and conversion.

Agitation: This lack of engagement was affecting our ability to build strong relationships with our subscribers, ultimately impacting our overall marketing performance and ROI.

I crafted engaging subject lines and compelling content, using A/B testing to determine what worked best.

I used visually appealing templates and ensured responsive design for readability across all devices. This improvement in design boosted click-through rates.

I implemented automated workflows for timely and consistent communication.

I utilized analytics to track performance metrics such as open rates, click-through rates, and conversions.

Through these strategies, I achieved a **10% increase in open rates** and a **15% boost in click-through rates**. The improvements were also reflected in the positive feedback from recipients, highlighting the value and impact of our newsletters.

KEY SKILLS:

- Automated Workflows
- Personalization Techniques
- A/B Testing
- List Management
- Behavioral Triggers
- Cross-Channel Campaigns



PODCAST MARKETING

I coordinate a weekly podcast focused on Amazon PPC. My responsibilities include:

The podcast is optimized across multiple platforms:

Apple Podcasts



Spotify



Youtube



Castbox



- Developing detailed timestamps for podcast episodes to enhance listener navigation.
- Managing communication and workflow between the podcast editor and other team members.
- Designing visually appealing graphics for the podcast to ensure a professional and engaging appearance.
- Promoting each episode through email campaigns and social media platforms to maximize reach and engagement.
- Uploading episodes to various podcast platforms to ensure broad distribution and accessibility.



Channel Performance in this period:

Total Views

270,000

Watch Time in hours

6,000

Top content in this period:

40,500

Subscribers Growth:

+2,200