

ANNA TSACHURINA

*marketing manager & digital
media expert with
a keen eye for detail*



Mix of background in marketing and sales with strong visual self-expression skills make me not only a creative person, but also a practitioner.

I am problem solving oriented, can achieve good results with scarce resources and have strong analytical & planning skills.

I believe in two things: the power of asking "Why?" and the uplifting effect of a well-timed joke.

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EDUCATION

Tallinna Mustamäe
Humanitaargümnaasium
1995–2007
Graduated with silver medal

TalTech
2007–2010
Bachelor's degree in Business
Administration and Management
Specialization: marketing

WORK EXPERIENCE

*CREATIVE DIRECTOR & PHOTOGRAPHER
MetaPho Labs / january 2017–...*

As an advertising photographer, I didn't stop at just taking photos. I acted as a marketing strategist, creating compelling narratives to elevate brand visibility and engagement. My most famous local customers are Veganic and UVIC (meat products manufacturer since 1992).

- Developed ideas and managed them from start to finish.
- Collaborated with agencies and marketing teams to assess customers goals.
- Showcased work at prestigious international food expos such as Gulfood in Dubai and Food & Hotel in Seoul, contributing to successful brand representation.
- Produced content that increased engagement by 7%–45% on Facebook and Instagram.
- Produced images for 30+ food packages.
- Built system of work, which reduced re-shoots by 99%.
- Acted as a strategic partner and trusted advisor to clients, providing valuable marketing insights and recommendations to drive business growth and success.

*WORDPRESS DEVELOPER, WEB DESIGNER & SEO
Freelancer / january 2016–...*

Specializing in Elementor WordPress builder, I focus on improving SEO, user engagement, and contemporary web design, while analyzing results and building strong partnerships.

- Collaborated with clients to understand their business goals and integrated effective CTA elements, resulting in a 20%–75% improvement in lead generation on websites (requests).
- Redesigned website layout and navigation, resulting in a 45%–65% increase in average session duration.
- Increased number of photographer website portfolio views by 60% by redesigning it.
- Increased number of requests from website by 75% by adding a brief for potential customers.
- Improved organic Google search results for annajpg.com (TOP 5) and arangur.ee (TOP 10 in 2017–2020).
- Monitored website analytics using tools like Google Analytics, Ahrefs & SEMrush and contributed to a 20% enhancement in user engagement.
- Built strong client relationships, resulting in positive referrals and a 25% increase in upselling additional services.

*GRAPHIC DESIGNER
Freelancer / march 2010–...*

Specializing in marketing, advertising and publication design.

- Created visuals for social-media, that increased ad performance by 12%–37%
- Conducted 250+ A/B testings on ad creative to increase conversion rates.
- Designed B2B catalogues for food expos (Gulfood Dubai and Food & Hotel @ Seoul).
- Created 20+ event posters, that attracted more customers to visit restaurant.
- Created more than 70 leaflets, brochures, table talkers and menus for different restaurants.

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HARD SKILLS

Problem solving
Strategic planning
Research
Critical thinking
Project management
E-marketing
Copywriting
Design principles
Photography & retouch
Video making and editing
Visual storytelling

SOFT SKILLS

Creativity
Attention to details
Communication
Empathy
Optimism
Punctuality
Patience
Flexibility
Independent work
Teamwork
Stress tolerance

TECHNICAL SKILLS



WORK EXPERIENCE

*DIGITAL MARKETING MANAGER
Freelancer / January 2010 – June 2023*

Effectively managed various digital marketing strategies, boosting growth, engagement, and ROI across industries.

- Led email marketing efforts, resulting in an 18% growth in the subscriber base and a 35% increase in email open rates.
- Effectively managed paid advertising campaigns* across diverse budgets, optimizing ROI and achieving impactful results (*Google Ads, Facebook, Instagram).
- Created more than 40 digital marketing plans & brand strategies for business customers.
- Attracted 17 000+ followers on FB and 5500+ on IG.
- Managed 12 business accounts from different areas (cosmetics, HoReCa, real estate, entertainment).
- 5 “from zero to hero” accounts. Two customers had 0€ budget for ads, but gained 3200 and 3400 followers on FB.
- Produced content that increased engagement by 7%–45% on Facebook and Instagram.
- Created visuals, that increased ad performance by 12%–37%.
- Conducted 250+ A/B testings to increase conversion rates.
- Collaborated with 50+ influencers.
- Organized a 30-day challenge to boost brand awareness. Additionally, designed logo, visuals, and texts. Approximately 100 participants joined, resulting in a 37% increase in engagement rate on Facebook.

*PRODUCT MANAGER
Arangur Grupp OÜ / January 2010 – May 2018*

Managed professional haircare distribution business in 2010, introducing the Yellow Alfaparf brand to Estonia.

- Made 1000+ cold calls resulting the expansion of the customer base.
- Boosted brand recognition and credibility through presentations in the salon community.
- Created an OpenCart-based e-store, leading to a 30% increase in online sales within the first year.
- Found a unique market gap, and was the first who introduced professional hair dyes to individuals in Estonia, resulting in a 20% increase in online sales within the first six months.
- Collaborated with beauty bloggers and achieved a 65% growth in customer engagement.
- Received 70+ 5-star reviews on the store's Facebook page, reflecting exceptional customer service and satisfaction.

*BANK TELLER
Nordea Bank Abp / 2007–2008*

Customer service and support. Handled the day-to-day financial transactions for customers.