

ANASTASIIA ZOTOVA

zotova.a@northeastern.edu | (818) 263-3010 | www.linkedin.com/in/byanaz | <https://byanaz.vercel.app/>

EDUCATION

Northeastern University, D'Amore McKim School of Business

Boston, MA

Candidate for B.S. in Business Administration | Brand Management and Marketing Analytics

May 2028

Minors: Information and Graphic Design and Sustainable Business Practices

GPA: 3.7

Activities: Entrepreneurs Club, Business of Entertainment Club, Global Student Ambassador, NU Marketing Club, Cooking Club

Relevant Coursework: Brand Management, Marketing Analytics, Programming with Consumer Data, Statistics, Financial Accounting

PROFESSIONAL EXPERIENCE

VIZBL, INC

Remote/Pasadena, CA

Product Marketing Manager Assistant

October 2024 – November 2025

- Collaborated with Product, Design, and Marketing to support positioning updates and UX across digital assets for **50+ global partners; maintained website content updates**
- Developed client-facing decks and sales enablement materials for **ICFF (NY)** and **Spielwarenmesse (Germany)**, pitching in English and German using PowerPoint, Canva, and Figma, contributing to **200+ qualified leads**
- Analyzed campaign and customer performance data using **Excel and Python (pandas)** to support customer segmentation and messaging optimization, **increasing engagement by 25%** across digital channels

MARKETCALL, INC.

Part-time/Pasadena, CA

Event Marketing Manager Assistant

November 2023 – October 2024

- Created promotional assets for corporate marketing conference, earning **1st Place – Best Client Engagement**
- Contributed to delivery of **10+ events (1,000+ attendees total)** and monitored promotional metrics
- Coordinated **logistics, vendor communications, and marketing support initiatives** with cross-functional teams

COCOSHICK HEADRESS

Saint-Peterburg, Russia

Marketing Content Manager

August 2023 – October 2023

- Directed the brand's social media presence** (Instagram and Pinterest), increasing engagement by **15%** through strategic content planning informed by competitor and trend research; tracked and reported performance using engagement and web traffic metrics
- Designed **30+ visual campaigns** and ad sets using **Adobe Creative Suite** and **Canva**, **increasing web traffic by 20%**
- Collaborated** with photographers, stylists, and influencers; **analyzed campaign performance** to guide creative direction

WOW MOSCOW LOUNGE

Moscow, Russia

Event Manager

May 2023 – August 2023

- Planned and executed **10+ large-scale branded events (3,000+ guests total)**, managing concept development and on-site logistics
 - Led integrated digital promotions, including email outreach, **increasing seasonal attendance by 25%**
 - Coordinated with **20+ vendors and creative partners**, ensuring consistent brand messaging and on-site campaign execution
-

LEADERSHIP EXPERIENCE

Northeastern Student Government Association

Boston, MA

Director of Events, Content Creator, Instagram Account Anchor

October 2024 – Present

- Plan and execute large-scale student events with **150+ attendees**; coordinate logistics and programming
- Increase Instagram engagement by **~200% (from 1K to 3K views)** through a structured content strategy and visual consistency

Northeastern Russian Speaking Club

Boston, MA

President, Event Manager, Content Creator

October 2024 – Present

- Organize **30+** cultural events with **~100 attendees** each, build partnerships with Boston University & Suffolk University
 - Serve **200+** Russian-speaking students, increased Instagram engagement by **317%** (from 0.6K - 2.5K views)
-

PROJECTS

Brand Concept & Campaign Development

Boston, MA

Brand Concept Developer

October 2025 – Present

- Conduct **market research, competitive analysis, and customer insight development** to build consumer brand concepts from positioning through launch strategy, including messaging frameworks and visual identity systems

Bilingual Children's Book & Animated Learning Initiative

Dmitrov, Russia

Author & Creative Lead

January 2022 – January 2023

- Wrote and designed **2 bilingual children's books (Russian/German)** addressing gaps in language education; produced a stop-motion animation adaptation and distributed materials to **15 schools**, presenting the project at regional education forums
-

SKILLS AND INTERESTS

Skills and Tools: Excel, PowerPoint, Google Analytics, CRM (Salesforce, HubSpot), Meta Ads, Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro), Figma, Canva, Slack, Notion, Python

Certifications: HubSpot Academy: Digital Marketing, Digital Advertising, Social Media Marketing, LinkedIn Learning: Content Marketing

Interests: AI, behavioral psychology, skiing, running, sustainable cosmetics, fashion, poetry, souvenirs, restaurant concepts, biohacking