

ANASTASIIA ZOTOVA



LinkedIn | Portfolio

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EDUCATION

Northeastern University, D'Amore McKim
School of Business

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

Minors:

Information and Graphic Design and Sustainable
Business Practices

Relevant Coursework:

Brand Management, Marketing Analytics,
Programming with Consumer Data, Animation
with Sound and Video, Statistics, Financial
Accounting

May 2028
GPA: 3.7

PROFESSIONAL EXPERIENCE

ResEssentials (Event marketing and experiential
brand activations company)

Boston, MA
February 2026 – Present

- Create B2B-focused content strategy (partnerships, brand storytelling), **generating 5+ inbound leads and supporting outreach to venue partners and clients**
- Analyzed performance metrics and optimized posting strategy (timing, format, hooks), **increasing overall content performance by 18% within one campaign cycle**
- Produced short-form video and visual content, improving average reach and engagement by 15% over a 1-month period
- Covered live events through photo and video content, strengthening real-time brand visibility and **increasing post-event engagement by 25% across platforms**
- Built LinkedIn presence from scratch, developing a structured content system and brand voice that increased engagement rate to 8–10% across posts

VIZBL, INC (Augmented Reality platform for global
B2B retail and exhibition experiences)

Remote/Pasadena, CA
October 2024 – November 2025

- Supported **positioning and go-to-market strategy** across multiple AR product lines, refining messaging and UX across digital touchpoints **for 50+ global partners**
- Analyzed campaign and customer performance data to identify messaging gaps and propose positioning improvements, **increasing engagement by 25% across web and email channels**
- Developed high-impact client-facing decks and product narratives for ICFE and Spielwarenmesse, contributing to **200+ qualified leads** through stronger storytelling
- Partnered with Product and Design teams to align value proposition across website and marketing assets, improving clarity and consistency of brand communication
- **Tested and iterated messaging strategies** based on performance insights, strengthening conversion from interest to inquiry and improving campaign effectiveness

MARKETCALL, INC. (Performance marketing and
event-driven client engagement company)

Part-time/Pasadena, CA
November 2023 – October 2024

- **Developed branded event concepts and promotional assets** (email campaigns, social media creatives, landing pages) for 2+ corporate marketing conferences, contributing to 1st Place in Client Engagement
- Supported execution of **10+ events with 1,000+ attendees**, managing on-site setup, coordinating 15+ vendors, and ensuring consistent brand experience
- Managed promotional outreach, including **8–10 email campaigns and social media distribution**, improving pre-event engagement and **increasing attendance by 22%**
- **Monitored performance across email (open rate, CTR) and digital channels**, identifying optimizations that improved campaign effectiveness and audience response
- Coordinated workflows between marketing, creative teams, and external vendors, ensuring aligned messaging and execution across all campaign deliverables

COCOSHICK HEADRESS (Fashion & accessories brand
focused on editorial styling and handcrafted pieces)

Saint-Peterburg, Russia
August 2023 – October 2023

- **Led social media strategy and visual direction** (Instagram, Pinterest), **increasing engagement by 15%** through trend-driven content planning and brand consistency
- Designed and launched **30+ content campaigns** including organic posts and paid creatives, driving a **20% increase in website traffic** through optimized storytelling
- **Conducted competitor and trend analysis** across fashion markets, identifying high-performing formats and improving content retention and audience engagement
- Collaborated with 5–10 photographers, stylists, and influencers to produce editorial content aligned with brand positioning and cohesive visual storytelling
- **Tracked engagement, reach, and traffic metrics** across digital channels, refining content strategy and improving performance consistency over campaign cycles

WOW MOSCOW LOUNGE (Premium nightlife and event venue
focused on branded experiences and large-scale activations)

Moscow, Russia
May 2023 – August 2023

- Executed **10+ large-scale events (3,000+ attendees)**, managing full event lifecycle including setup, vendor coordination, live operations, and breakdown
- **Coordinated 20+ vendors** (equipment, performers, logistics), ensuring timely delivery and consistent brand experience across all touchpoints
- Developed and implemented promotional campaigns across email, social media, and partnerships, **increasing attendance by 25% and improving audience reach**
- **Supported ticket sales and guest flow management for high-capacity events with 200+ guests**, ensuring smooth entry processes and a strong on-site experience
- **Contributed to event concepts and positioning**, aligning themes and messaging with audience preferences to drive higher engagement and repeat attendance

LEADERSHIP EXPERIENCE

Northeastern Student Government Association
Director of Events, Content Creator, Instagram
Account Anchor

Boston, MA
October 2024 – Present

- Plan and execute **large-scale student events with 150+ attendees**, coordinating logistics, programming, and cross-team communication to ensure seamless execution
- **Increase Instagram engagement by ~200% (1K → 3K views)** through structured content strategy, improved visual consistency, and platform-specific content formats

Entrepreneur's Club & Business of
Entertainment Club
Social Media Manager

Boston, MA
January 2026 – Present

- Manage social media accounts with **~6K and ~1K followers**, maintaining consistent brand voice and content strategy
- **Increase engagement by 10–12% and achieved 4–5K average views per post** through short-form content and platform-native formats
- **Develop and execute a content calendar**, aligning messaging with student audience behavior and trends to improve reach and retention

Northeastern University, College of Professional Studies
Global Student Ambassador

Boston, MA
October 2025 – Present

- **Selected to represent the global student community** across undergraduate and graduate programs, supporting international student integration
- **Organize and lead 20+ events and mentorship sessions**, connecting 100+ students across programs and supporting their academic and social transition

Northeastern Russian Speaking Club
President, Event Manager, Content Creator

Boston, MA
October 2024 – Present

- **Built the club's brand identity from scratch** (logo, color system, visual direction) and implemented it across social media and all marketing materials
- **Establish partnerships with Boston University and Harvard**, collaborating on cross-campus events and expanding reach to 200+ students
- Develop and execute full-funnel marketing strategy, launching a ticketing platform and selling **~100 tickets per event across 3+ events**
- **Organize 30+ events end-to-end**, managing vendors, logistics, and on-site execution while **increasing Instagram engagement by 317% (0.6K → 2.5K views)**

SKILLS AND INTERESTS

Selected Cases: e.l.f. x McDonald's, e.l.f. x Salt & Straw, Whoop Collaborations,
Trojan "Late Night Searches", Sephora bites
— Portfolio <https://byanaz.vercel.app/>

Skills and Tools: AI tools for campaign, content, and visual/video
production; Meta Ads; Google Analytics; CRM (Salesforce, HubSpot); Excel;
Python (pandas); Adobe Creative Suite (Photoshop, Illustrator, InDesign,
Premiere Pro); Figma; Canva; Microsoft Office Suite (PowerPoint, Word);
Notion; Slack; professional photo/video equipment

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

Interests: AI (visual & video), cosmetics, fashion, behavioral psychology,
skiing, running, poetry, souvenirs, restaurant concepts, cooking russian
cheesecake, biohacking