

## Contact

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## Top Skills

Marketing  
Social Media Marketing  
Search Engine Optimization (SEO)

## Languages

English (Professional Working)  
Russian (Native or Bilingual)  
Estonian (Native or Bilingual)  
Spanish (Elementary)

## Certifications

Identifying organization self-analysis and development needs  
Google Ads Search Certification  
Introduction to Search Engine Optimization  
Russian Language C1  
Google Ads Display Certification

## Publications

Katriin Mangus - Digitaalses maailmas väljapaistmine, sotsiaalmeedia suunad 2021. aastal ning oma brändi esile toomine ja üles ehitamine tänapäeva digitaalses maailmas

Интервью с творческой группой BLISS Collective

Instagrami mentor: sotsiaalmeedia kui lisaissetuleku allikas keerulisel ajal

Как ухаживать за волосами после зимы — советы эксперта

“Produktiivsus ehk teekond parema minani?” | Katriin Mangus x Marieta Lokk

# Katriin Mangus

Head of dentsu Digital  
Estonia

## Summary

I help businesses and personal brands to grow on Instagram. Sharing Instagram tips & strategies for businesses and personal brands.

## Experience

dentsu international  
2 years 6 months

Head of dentsu Digital  
July 2021 - Present (1 year 1 month)  
Tallinn, Harjumaa, Estonia

Team leading and training

Digital Planning Executive  
February 2020 - July 2021 (1 year 6 months)  
Estonia

- Creating digital media plans
- Communicating with media channels
- Campaign setup, optimisation, analysis and reporting

Some examples of the clients that I have had the pleasure to work with - Mastercard, Philips, JYSK, Paulig, Santa Maria etc.

inMedia OÜ  
Business Owner  
November 2021 - Present (9 months)  
Estonia

Teaching people how to grow their personal brand or business on Instagram.

We have published 4 courses:

- Instagram 2.0
- Restart 2.0
- Instagram 3.0
- Reels Up challenge

In total we have more than 500 students with only one year.

## Alfa Management OÜ

### Marketing Manager

October 2018 - February 2020 (1 year 5 months)

Tallinn

Developing marketing strategies, campaigns and promotional activities;

Checking and improving campaigns ROI, PPC, CPVV, traffic etc.

Understanding and developing budgets;

Managing newsletters, customer feedback and webpage information

(MailChimp, SurveyMonkey, Wordpress);

Managing campaigns on social media (FB, Instagram, YouTube) and create paid promotions on social media;

Creating detailed reports of campaign performance and PCA.

## SYNLAB Eesti OÜ

2 years 4 months

### Event Coordinator

January 2018 - September 2018 (9 months)

Tallinn, Estonia

Developing and controlling event marketing activities;

Checking campaigns and events documentation;

Understanding and developing budgets;

Managing customer feedback and developing customer support;

Creating detailed reports of campaign performance.

### Promoter

June 2016 - January 2018 (1 year 8 months)

Tallinn

Keeping the team and operation running smoothly before and during events;

Selling and promotion on events.

## Ministry of Social Affairs

### PR apprentice

December 2014 - January 2015 (2 months)

Tallinn, Estonia

Internal and external communication apprentice in Ministry of Social Affairs. My tasks included media monitoring and analysis, communication with the media, writing press release and preparing press events.

## Education

University of Tartu

Master's degree, MBA · (2016 - 2018)

Salisbury University - Perdue School of Business

Master of Business Administration - MBA, Finance, General · (2017 - 2018)

Tallinn University

Bachelor's degree, Public Relations · (2013 - 2016)

Tallinna 21.Kool

High School, Humanities/Humanistic Studies · (2001 - 2013)