

Способы связаться

+37122033149 (Work)
nikita.cikaluk@gmail.com

www.linkedin.com/in/cikalukn
(LinkedIn)
understandingecommerce.com/
followers-and-likes/ (Blog)
rus.tvnet.lv/7130901/ne-hochu-
chtoby-kto-to-diktoval-mne-kak-i-
chto-delat-nikita-cikalyuk-i-ego-put-
k-finansovoy-imperii (Other)

Основные навыки

LinkedIn Training
Personal Branding
Copywriting

Languages

Russian (Native or Bilingual)
Latvian (Native or Bilingual)
English (Native or Bilingual)
French (Elementary)
German (Elementary)

Certifications

Dan Lok Personal Branding Secrets
Pushkin Society Certificate of
Gratitude

Gratitude for outstanding studying
performance and participation in
olympiads

IELTS

Introduction to Psychology

Honors-Awards

V. Zeļonija Judo School Latvian
Vice-Champion

Best Performing Student 2014-2017
Pushkin Society Certificate of
Gratitude

Junior Peak Time Business
Competition Finalist

Clifton College Certificate of
Gratitude

Nikita Cikaluk

Featured in Forbes | Branding & LinkedIn Consultant | 800+
Clients from 78 Countries | Certified Copywriter | 30k+ Followers |
International Co-Founder | I help to OPTIMIZE LinkedIn Profiles &
Content

Рига

Общие сведения

I am spreading BELIEF© in 2022!

My name is Nikita Cikaluk (Forbes 2020 & 2021) and I am a professional personal branding and LinkedIn profile & content optimisation consultant. For the last 7+ YEARS, I have successfully helped over 800 CLIENTS from 78 DIFFERENT COUNTRIES. As a copywriting and content development expert with a degree from the University of Michigan, I help business people and their companies to develop a powerful brand on LinkedIn to attract more clients and investors, increase brand awareness and traffic, and rocket their sales.

At the age of 23, I do know what an engaging LinkedIn profile and lead-generating content mean. I have created my 30k+ followers' community on LinkedIn within 3 months, raised over USD 25m for the latest startups via VCs and PEs through appealing PR and brand positioning on LinkedIn, and generated almost USD 60m for B2B and B2C after graduating from the most prestigious Eastern Europe Business University.

I have been featured in the FORBES magazine's 6 times in 2020 and 2021 issues for my copywriting and marketing achievements. There I have shared my professional opinion on the role of social media in the modern business world.

My 800+ happy clients from 78 countries range from international best-selling authors to unicorn startup founders, Olympic medalists, NATO officials, and Fortune 500 executives. Now I would love to make YOU one too!

Publications

DoctoWell: Aims to innovate the healthcare sector

DoctoWell: Towards the modernization of the work of medical institutions

Nikita Cikaluk: 36+ Bootstrap Marketing Techniques for Startups [Expert Roundup]

Riga Gracefully Hosted Riga Ball 2017

SSE Riga Alumni Association: Developing a start-up from a Soros seat

Meanwhile, being a bold and hungry personality with honed leadership skills allowed me to lead many teams to new peaks in the business world. This has successfully contributed to my consulting career.

As the Head of Sales and PR at CHISELL, an action-oriented beauty brand for men, I developed new opportunities for the business and worked on new partnership perspectives through the press, social media, and the scientific community.

I have co-founded and led the sales/marketing teams as the director at many international brands. Saint Issa is a London-based men's fashion clothing brand. DoctoWell (former ODO Latvia) - a two-sided healthcare management platform to match patients with doctors, which promotes efficient healthcare. ARC - an e-commerce sportswear clothing brand in San Francisco.

You can be assured of getting excellent expertise in personal branding through the LinkedIn profile and content development, accompanied by high-level copywriting skills.

Please, contact me via LinkedIn or at nikita.cikaluk@gmail.com for new opportunities.

APPROACH ME and I will take your business to the NEXT LEVEL!

Опыт работы

LinkedIn

Personal Branding & LinkedIn Growth Consultant

марта 2015 - Present (7 лет 3 месяца)

Riga, Latvia

For the last 7+ years, I have successfully helped over 800 clients from 78 different countries to establish a powerful personal brand with a social presence, design an efficient sale funnel through full profile optimization and thrilling content creation, and boost their brand awareness to create new business opportunities globally.

With over 770 million active users, LinkedIn is the biggest business-oriented platform. It is the online business card that opens doors to a limitless contacts database (100 million users are senior-level influencers and 70 million are in decision-making positions) that is easily searchable with just a couple of clicks. As the most-used social media platform amongst Fortune 500 companies, 91% of marketing executives list LinkedIn as the top place to find quality content. With 40% of monthly active users using LinkedIn daily, getting their attention and engagement through viral content is what determines your popularity on the platform, in accordance with the LinkedIn algorithm.

Developing a strong brand positioning with the goal to generate more leads and boost your traffic requires time, budget, and most importantly, a good understanding of the platform. I am here to create an efficient and sustainable long-term plan for your brand growth on LinkedIn and help you reach your target audience whether it is your potential business partners, international investors, or clients.

I have successfully helped 800+ happy customers in creating strong brand awareness on LinkedIn and powerful content that generated leads and multiplied their profit. Now I would love to make you one too!

Approach me directly on LinkedIn or by writing at nikita.cikaluk@gmail.com

Let's grow your brand together already TODAY!

DoctoWell

2 года 2 месяца

Sales and Marketing Advisory

сентября 2020 - Present (1 год 9 месяцев)

Riga, Latvia

DoctoWell is a two-sided management and scheduling dental platform for clients on the one side and doctors on the other side. The company was founded as a result of a merger between ODO Latvia and dentic.lv. DoctoWell software includes all the key functionality that a private dental clinic needs for managing its practice.

Marketing strategies | social media marketing | public relations | brand identity development | copywriting | marketing partnerships

As the appointment, treatment, and management system for dental clinics, DoctoWell helps dental clinics of all sizes ranging from small private practices up to companies with dozens of dental clinics.

For more details about the company's vision and achievements please go to www.dentic.lv

CBDO

апреля 2020 - сентября 2020 (6 месяцев)

Riga, Latvia

DoctoWell is a fully integrated platform that ensures effective workflows and automation, data accessibility, and transparency in an intuitive and user-friendly environment for clinics, specialists, and patients.

Business development | business partnerships | public relations | social media marketing | sales management | market research

As a result of a merger between two startups founded by two different teams of SSE Riga Alumnus, DoctoWell came up to an efficient, convenient, and customer-friendly technological solution that ensures the connection between doctors and patients. Now your health is fully in your responsibility!

For more details about the company's vision and achievements please go to www.dentic.lv

Saint Issa

2 года 5 месяцев

Co-Founder, Marketing Consultant

августа 2019 - декабря 2021 (2 года 5 месяцев)

London, United Kingdom

Saint Issa is a men's fashion clothing brand based in London, UK. the company aims to deliver style, quality, and comfort for everyone all around the world. Here at SI, we believe that the strength is in small details. The brand has been created for the ones who evaluate quality over everything else.

Co-Founder | social media development | marketing campaign development | photoshopping organisation | influencer partnerships

Our mission is to have a simple influence on style by providing care and comfort in every product while staying bold and fresh. Attraction should be the new ambition. Stand out with an eye-catching Saint Issa look.

For more details about the company's vision and achievements please go to www.saintissa.com

Marketing Director

августа 2019 - сентября 2021 (2 года 2 месяца)

London, United Kingdom

Saint Issa is all about men's fashion clothes. The UK-based brand is an ultra-smooth blend of style, quality, and comfort with hints of freshness and boldness. That is why we pay so much attention to some small pieces that will be appreciated only by the clothes owners, not by everyone. SI delivers a simple influence on style.

Marketing management | marketing team development | social media marketing | marketing campaigns | partnerships | digital marketing

Every idea starts with the problem. Therefore, problems push people for new ideas and solutions. In fashion, the main problem is simple: the best choice of clothes that fits you the most. Here, at Saint Issa, we provide the solution to everyone.

For more details about the company's vision and achievements please go to www.saintissa.com

Sales Director

сентября 2019 - июля 2021 (1 год 11 месяцев)

London, United Kingdom

"Simple influence on style"—is what Saint Issa's slogan states. Furthermore, it has a close-knit vision of the company of making modern fashion more simple with a strong emphasis on small details and high quality. Accurate embroidery, bold design, and fresh look are what Saint Issa's men's clothes are all about. The mix of bright colors and finest fitting is what attracts lucid minds.

Sales management | business partnerships | business development

Saint Issa [classical Arabic.] عيسى سي an Arabic translation of Saint Jesus Christ, referring to the "missing years" of Jesus' life between his childhood and the beginning of his ministry spent in India. The name signifies supremacy,

uniqueness, and influence. A mix of these three superb qualities merged in one and created a modern look at the fashion world also known as Saint Issa men's fashion clothing.

For more details about the company's vision and achievements please go to www.saintissa.com

Always Rise Ceaselessly

2 года 7 месяцев

Co-Founder, Brand Positioning Advisory

июня 2019 - декабря 2021 (2 года 7 месяцев)

San Francisco Bay Area

ARC is a California-based Sportswear Brand company. The company creates modern sportswear with an ultra-smooth blend of determination and boldness with hints of energy, motivation, and freshness. Through our idea of inspiring the ones to rise like a phoenix and emerge a new bold and stronger version of themselves, ARC promotes the #WeRiseCeaselessly idea.

Co-Founder | marketing campaigns optimisation | brand identity | social media development | branding advisory

Constant movement forward and an active way of living has taught the ARC team the importance of sports in our life. In ARC we consider that we should Always Rise Ceaselessly, no matter what.

For more details about the company's vision and achievements please go to www.alwaysriseceaselessly.com

Marketing Director

июня 2019 - мая 2021 (2 года)

San Francisco Bay Area

Located in San Francisco, CA, Always Rise Ceaselessly can be found all around the world, promoting sport and life to everyone. ARC has the long-term mission of being the most accessible sports brand in the world. The company believes that sports should be accessible to everyone and bring joy and smiles to people's lives.

Marketing campaigns | digital marketing | social media marketing | partnerships | influencer marketing | advertising

Since the company's first t-shirt, ARC has grown to a well-known world-wide sportswear brand for him and her. Nowadays, ARC offers a whole spectrum of sportswear for all seasons.

For more details about the company's vision and achievements please go to www.alwaysriseceaselessly.com

Strategy Labs

Project Consultant

июля 2019 - сентября 2021 (2 года 3 месяца)

Vilnius, Lithuania

Strategy Labs is a leading Management Consulting firm in the Baltics established in 2012 by a McKinsey & Company alumnus. Strategy Labs supports clients on a full scope of executive-level issues. The company offers a full range of management consulting services from strategy & operations advisory to hands-on implementation support.

Operational analysis | market research | report preparation | customer communication | project execution

I am responsible for the Baltics market research and analysis, including all 3 states.

For more details about the company's vision and achievements please go to www.strategylabs.lt

Chisell

1 год 7 месяцев

Director Of Strategic Partnerships

декабря 2020 - июня 2021 (7 месяцев)

Riga, Latvia

The main purpose of CHISELL is to break the widely held belief that facial attractiveness is determined purely by genetics. CHISELL strives to empower its customers to dominate their facial looks with the help of innovative products, high style, and untamed communication.

Business partnerships | strategical planning | influencer marketing | corporate sales | negotiations | market research | international relations management | proposal presentation

CHISELL aims to make chiseled jawline accessible to everyone who desires it. Your face is not all about genetics. You have the power and control to get the chiseled jawline.

For more details about the company's vision and achievements please go to www.chisell.eu

Head Of Public Relations

марта 2020 - июня 2021 (1 год 4 месяца)

Riga, Latvia

CHISELL is an action-oriented beauty brand providing our clients with a tool to exercise jaw muscles to enhance the jawline look, which also is one of the fastest-growing startups in the Baltics.

Brand awareness | business partnerships | article writing | editorial advertisements | media publication | sponsored content

In this fast-changing environment, you can be sure that the CHISELL team will not rest until jawline training becomes widely accepted, and chiseled jaw becomes a new worldwide standard!

For more details about the company's vision and achievements please go to www.chisell.eu

Head Of Sales

декабря 2019 - июня 2021 (1 год 7 месяцев)

Riga, Latvia

CHISELL, a jawline exercise tool, is the pioneer of the newly-emerged jawline development industry that helps people achieve good jawline and look better. As a true engineering marvel CHISELL is used by thousands of progress-striving people in 120 countries around the world as a jaw trainer.

Sales management | business development | social media marketing | business partnerships | influencer marketing | corporate sales | negotiations

CHISELL strives to change the status quo and make jaw training and face development as common of a routine as doing biceps curls or squats. It should be common knowledge that natural face transformation is possible and it doesn't require anything other than a bit of patience and conscious effort.

For more details about the company's vision and achievements please go to www.chisell.eu

Head Of Retail Operations

августа 2020 - февраля 2021 (7 месяцев)

Riga, Latvia

CHISELL, a pioneer of the jawline industry, gives people a chance to be the master of their faces and with time and patience customize their faces in a natural way. Efficiency, style, and comfort of use make CHISELL the desired tool for men's facial features development.

Sales management | negotiations | retail development management | market research | business partnerships | proposal presentation

It should be common knowledge that natural face transformation is possible and it doesn't require anything other than a bit of patience and conscious effort. CHISELL exists to support and guide the people who want to make their faces look more attractive.

For more details about the company's vision and achievements please go to www.chisell.eu

Stockholm School of Economics in Riga

Project Manager

января 2020 - июня 2021 (1 год 6 месяцев)

Riga, Latvia

The World Economic Forum is the International Organization for Public-Private Cooperation. The Forum engages the foremost political, business, cultural, and other leaders of society to shape global, regional, and industry agendas.

Market research | questionnaire creation | interviewing | report preparation | project coordination management

We believe that progress happens by bringing together people from all walks of life who have the drive and the influence to make positive change.

For more details about the company's vision and achievements please go to www.weforum.org

Gateway&Partners

Project Consultant

сентября 2019 - февраля 2021 (1 год 6 месяцев)

Riga, Latvia

Gateway & Partners, formerly GatewayBaltic, was established in 2004 and is specialised in developing local exporters internationally. The company's mission is to boost its customers' export sales by introducing them to new markets and discovering vital market information.

Export project execution | market research | B2B interviews | sales development | project reporting

The company's consultant network covers the following countries - Sweden, Finland, Norway, Denmark, Latvia, Estonia, Lithuania, Germany, France, Poland, Ukraine, Russia, and other markets.

For more details about the company's vision and achievements please go to www.gatewaypartners.net

ODO Latvia

1 год 2 месяца

Co-Founder, COO

сентября 2019 - октября 2020 (1 год 2 месяца)

Riga, Latvia

Organized Doctor Office is a mobile application that ensures quality, availability, and trust. ODO's mission is to digitalize the way patients acquire information from their health specialists. Here in ODO Latvia, we believe that a healthcare application should be affordable to everyone and simple in use while providing quick and efficient solutions to the problem.

Business development | team management | product launch | business partnerships | idea pitching

We manage data and utilize digital technology capabilities to automate the patient registration process. Ultimately, this reduces costs and improves customer satisfaction. Some of our features are a dynamic calendar, map, and automatic reminders. We value the speed of service and convenience.

After one year of successful concept development and bootstrapping, the ODO team has merged with Latvian dental clinic management startup Dentic and formed a new team - DoctoWell.

For more details about the company's vision and achievements please go to www.dentic.lv

Director Of Sales Marketing

сентября 2019 - октября 2020 (1 год 2 месяца)

Riga, Latvia

ODO's mission is to digitalize the way patients acquire information from their health specialists. We manage data and utilize digital technology capabilities to automate the patient registration process.

Sales management | social media marketing | business partnerships | business development | brand awareness | media publication

Some of our features are a dynamic calendar, map, and automatic reminders. We value speed of service and convenience.

After one year of successful concept development and bootstrapping, the ODO team has merged with Latvian dental clinic management startup Dentic and formed a new team - DoctoWell.

For more details about the company's vision and achievements please go to www.dentic.lv

VEX MEDIA GROUP

Sales Director

марта 2019 - апреля 2020 (1 год 2 месяца)

Riga

VMG is a Social Media Agency that provides digital marketing for SME Businesses. VMG has specialized in these two critical and often interlaced Digital Services: Social Media Marketing and eCommerce Development, leveraging in full all the opportunities that global digitalization offers.

Sales Team Management | Brand Identity | Marketing Consulting | Email Marketing | Partnership Development | SMM | Web Page Development | Market Research | Shopify Optimisation

With 100+ clients from over 16 different countries, VMG able both to extract the most from every-day-changing Social Network interactions and also to drive paid Digital Campaigns and eCommerce Transactions.

For more details about the company's vision and achievements please go to www.vexmediagroup.com

EWA Latvia

Regional Sales Manager

октября 2018 - марта 2020 (1 год 6 месяцев)

Riga

EWA is one of the leading corporate and innovative events management companies in the Baltic States. The company creates individual solutions for its partners by crafting the most memorable and worth attending events for startups and interpreters.

Sales management | marketing | business development | budgeting | event organization

Events Worth Attending/EWA has been created with a long-term goal to develop a knowledge-based economy in Latvia. By attracting internationally acclaimed experts EWA strives to increase the knowledge and qualification level of Latvian entrepreneurs and thus fostering the creation of high added value start-up and business environment.

For more details about the company's vision and achievements please go to www.eventsworthattending.com

Stockholm School of Economics in Riga Student Association

1 год 5 месяцев

Event Committee Senior Associate

августа 2017 - декабря 2018 (1 год 5 месяцев)

Riga, Latvia

As one of the leading European universities in business and finance fields, the SSE Riga mission is to contribute to the economic, social, and democratic development of the region. Event Committee is the oldest organization at Stockholm School of Economics in Riga.

Event organization | junior associates management | partnership | food rising

The event Committee ensures that every event is the finest mix of fun, positivity, and a friendly atmosphere. Throughout 2 years I have organised 12 in-door and out-door events.

For more details about the association's vision and achievements please go to www.sseriga.edu

Business Committee Senior Associate

августа 2017 - декабря 2018 (1 год 5 месяцев)

Riga, Latvia

Founded in 1994, SSE Riga has grown today into an internationally recognised business school with more than 2,500 alumni worldwide. Business Committee is the engine of fundraising at the Stockholm School of Economics in Riga.

Fundraising | budgeting | business development | partnerships | team management

The Business Committee ensures that conferences, work-shops, guest lectures, and other events are funded by the university partners. I was leading a sales team of 9 junior associates. Moreover, I have established 2 long-term partnerships with hokejam.lv and Baltais Protein.

For more details about the association's vision and achievements please go to www.sseriga.edu

VIA SMS Group

2 года 3 месяца

Assistant to Sales Manager

мая 2018 - августа 2018 (4 месяца)

Riga, Latvia

VIA SMS Group is one of the biggest quick loans companies in the Baltics. VIA SMS Group's mission is to provide simple and accessible alternative financial services by delivering transparency, building trust, and bringing positive change by educating society on making smart financial decisions.

Sales management | marketing | business partnerships | market expansion

In the sales department, I was establishing new business partnership opportunities. In addition, I have been preparing financial analyses for foreign investors.

For more details about the company's vision and achievements please go to www.viasms.lv

Senior Sales Marketing

июня 2016 - мая 2018 (2 года)

Riga, Latvia

With branches in Romania, Czech Republic, Spain, Sweden, and Poland VIA SMS Group is a multi-international company with a clear vision of the future. VIA SMS Group encourages responsible lending and aims to educate customers on responsible financial decision-making.

Marketing | market research | copywriting | business development

In the marketing department, I was responsible for the new "Sava Card" loyalty card development for the European market. I was also responsible for the new branch opening in Romania.

For more details about the company's vision and achievements please go to www.viasms.lv

Образование

University of Michigan

Associate's degree, Copywriting & Content Optimization · (апреля 2020 - декабря 2020)

Rīgas Ekonomikas augstskola - Stockholm School of Economics in Riga

Bachelor of Science - BS, Economics and Business · (августа 2017 - июня 2020)

King's College London

Associate's degree, English Language Writing · (мая 2012 - сентября 2012)

Clifton College

Associate's degree, English Language Writing and Literature · (мая 2011 - августа 2011)

Goethe University

Associate's degree, German Language and Literature · (октября 2013 - мая 2015)