

# Diana Yaropud

Marketing Specialist | Social Intelligence Analyst | Digital Strategist



## Profile

Data-driven marketing specialist with strong expertise in **Social Intelligence, Voice of Consumer analytics, Content Insights, and European markets performance analysis.**

Over **1+** year at Nestlé Business Services (Coffee Z-Europe) delivering structured **VOC analytics, brand insights, competitor reviews, CES/IBS dashboards, and monthly performance reporting.**

Combines technical analytical skills, UX thinking, and brand-first mindset. Experienced in **Talkwalker, Pulse OMNI, Semrush, TikTok Creative Center, and social performance diagnostics.** Also delivers design-driven storytelling across slides, templates, and dashboards.

## Languages

- English fluent
- Ukrainian native
- Russian fluent
- Spanish fluent

## Education

- 2019-2023 Bachelor degree in Lviv Polytechnic University (Institute Of Computer Science And Information Technology)
- 2018-2019 English Language Level B2 (Upper Intermediate) Green Forest School.
- 2024 - Escuela de idiomas Catalonia

## Core Competencies:

- Social Listening & VOC Analytics (Talkwalker Coffee Z-EUR Dashboard)
- CES | IBS | Global | Voice of the Consumer (Pulse OMNI)
- Sentiment & Triggers Analysis
- Competitive Benchmarking
- Market Intelligence (14+ EU markets incl. Portugal)
- TikTok/Meta/Youtube content performance analysis
- KPI monitoring (Share of Voice, Sentiment, Engagement, MoM/YoY)

## Experience

### Nestlé Business Services, Lviv

Integrated Marketing Specialist  
July 2024 – Present

- Analyzed European markets across social media platforms to extract insights for content strategy and brand performance.
- Monitored sentiment trends using Talkwalker, providing actionable reporting to internal teams.
- Collaborated with global teams to support integrated marketing campaigns (digital, social, influencer).
- Tracked competitor activity and best-performing campaign types across TikTok, Meta, YouTube, etc.

### Freelance UI/UX & Marketing Designer

January 2024 – Present

- Delivered brand strategy and visual campaigns for real estate and e-commerce clients.
- Created custom websites and landing pages with SEO and lead conversion goals.
- Built brand kits, email campaigns, and Instagram visuals with focus on consistency and storytelling.

### Sure Lock & Key LLC (USA)

UI/UX Designer

July 2021 – December 2023

- Collaborated with marketing and dev teams to enhance customer journeys through UI/UX optimization.
- Designed landing pages for performance marketing with A/B test validation.
- Helped drive online conversion growth via tailored B2B solutions.

### uWater Agency (Ukraine)

Graphic & UI Designer

March 2020 – December 2020

- Created branded content and digital assets for client acquisition and retention.
- Designed user-friendly interfaces and marketing visuals for product launches.