

Pavel N. Solyak

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Objective: High energy, multilingual marketing and communications professional with extensive hands-on experience in social media marketing, SEO/SEM, branding and agency side marketing, pursuing a long-term career in a marketing profession.

Work Experience:

Fusion B2B, Inc.

Social Media Director

Naperville, IL

10/09-Present

- Set up and managed all of the agency's client's social media marketing efforts, within budget, on multiple platforms including Facebook, Twitter, YouTube and WordPress.
- Worked closely with development and graphic design teams to integrate search optimization with social media. Brands include Knaack, Div. of Emerson, TruVue, Mac Metals, Deublin, IDEasBIG, CMA.
- Designed and developed corporate B2B blogs, newsletters, email campaigns and promotions.
- Analyzed social media campaign effectiveness and ROI through web analyze tools such as Radian6.
- Conducted Social Media training of top executives for a division of Emerson
- Worked closely with copywriters and graphic designers on projects including Knaack 50th Anniversary PR Launch (Nifty Fifty), Mac Metals site launch, PowerCrew microsite and promotion, tradeshow, etc.

Construction Marketing Association

Director of Social Media

Aurora, IL

01/10-Present

- Developed global social media strategy for CMA and its national chapters.
- Designed, developed and authored CMA Blog - www.constructionmarketingblog.org.
- Created proprietary Construction Branding Internet Index (CBII) to measure the rating of internet presence for various brands.
- Email campaign creation using Constant Contact, e-newsletter design and development

Citizens for a Better Bolingbrook

PR Manager for a Temporary Campaign Project

Bolingbrook, IL

12/08-05/09

- Managed all available public relations and communication media in effort to support a local political campaign.
- Responsible for ad placement, publicity, event organization and staff meetings.

Nexedi, SA

Marketing/Communications Intern

Paris, France

06/08 – 12/08

- Directed international marketing and communications campaign for a major French ERP manufacturer.
- Assisted with re-branding and launch of TioLive product line (first in company's history).
- Organized the first ERP5 World Forum 2008 in Paris, France.
- Special Projects: Traveled to Dakar, Senegal to assist with implementation of ERP5 software for Central Bank of West Africa

Education:

North Central College, Naperville, IL

B.A. Marketing, Management, International Business Minor: Finance, 2009 (GPA 3.3)

Yonsei University, Seoul, South Korea

High-Tech Marketing, Study Abroad, 2007

Waubonsee Community College, Sugar Grove, IL

Web Page Design and Authoring certificate, 2010

Other Projects:

- Created *Solyak Marketing & Creative* for freelance webdesign and marketing projects
www.solyakmarketing.com
- Frequent guest speaker at Waubonsee Community College, lecturing on social media and SEO
- Designed and build e-commerce website and fully integrated blog for NCC's Best Coffee company
www.nccsbest.com
- Designed and created a website for Animal Encounters Wildlife Control
www.animalencounterswildlifecontrol.com
- Designing a website for Geneva History Center (in process), www.genevahistorycenter.org

Skills:

- Search Engine Optimization and Marketing/SEO/SEM
- Paid Search Campaigns/PPC
- Social Media Marketing/SMM
- Blog Optimization
- Web Analytics Analysis
- Landing Page Optimization
- Email Campaign Creation
- Web Design/Development: HTML/CSS, Joomla (CMS), Dreamweaver, Flash, JavaScript
- Social Media: Facebook, Twitter, YouTube, LinkedIn, WordPress, Radian6, Constant Contact
- Graphic Design: proficient in Photoshop, Illustrator, InDesign, Captivate
- Microsoft Office: proficient in Word, Excel, PowerPoint, Publisher
- Languages: fluent in English, Russian, French, some Spanish

Awards:

- Silver Winner of the 16th Annual Communicator Award for WEATHER GUARD Social Media in the Online Advertising & Marketing category (June 2010)
- Hermes Platinum Award for Social Media for WEATHER GUARD, a brand of Knaack LLC, division of Emerson
- B2B Twitterer of the Year Award runner-up for @FUSIONb2b Twitter profile, recognizing B2B organization for outstanding contributions in practicing, promoting and enhancing business via Twitter micro-blogging engine (March 2010)

Activities/Memberships:

Dean's List (2006, 2008, 2009), National Scholars Honor Society, Students in Free Enterprise (SIFE), Executive member College Union Activities Board (CUAB). Received Richter Scholarship to conduct marketing research in Guatemala (2007)



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