

# Adriana Cheremshynska

SOCIAL MEDIA · INFLUENCER & CONTENT MARKETING

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## PROFESSIONAL SUMMARY

*I turn content into measurable growth — 30M+ views in a single month, ~30% audience growth in five, an influencer program built from zero.*

I run **social media, influencer & affiliate, and content marketing** end-to-end — strategy, creative, community, SEO, and analytics — across **Spanish, English-speaking, Dutch, and Ukrainian markets**, fully remote and bilingual EN/ES. I've grown brands and channels from zero, built influencer programs from scratch, and embed AI tools directly into production to scale output without losing the creative call. I don't hand the idea to one person and the execution to another — both are mine.

## EXPERIENCE

### Social Media & Influencer Marketing Manager

AUG 2025 — DEC 2025

[Wawer \(wawer.es\)](#) · Valencia, Spain (Spanish / English-speaking market)

Owned social media and affiliate marketing end-to-end for a Valencia-based e-commerce apparel & souvenir brand — strategy, content, and partnerships — working bilingually in **English and Spanish**.

Created and published **30+ pieces** of Instagram and TikTok content (product, lifestyle, UGC-style) and grew the combined following **~30% in five months**.

Built the influencer & affiliate program from scratch — sourcing, onboarding, and coordinating **10+ local influencers** and managing the creator relationships.

### Content Marketing & Audience Growth Lead

SEP 2024 — PRESENT

[Independent / Self-Employed](#) · Remote (US / English-speaking market)

Run content strategy and audience growth for **30+ YouTube channels** across true crime, ASMR, reaction, ambient, and educational niches — owning positioning, content calendars, packaging, SEO, and analytics (~15 solo, 15+ co-produced with partner creators).

Scaled a channel to **30.3M views, 52.7K watch hours, and +7.4K subscribers in a single 28-day window** through data-driven packaging, SEO, and publishing cadence.

Grew an organic-only channel in an evergreen niche, with one video earning **\$13.8K** in revenue.

Built repeatable content systems and embedded AI tools (Veo, Kling AI, ElevenLabs, HeyGen, Claude, ChatGPT) to scale output while protecting brand quality.

### AI Content Direction Lead

2024 - PRESENT

[«Sho tam YouTube?» Creator Community](#) · Remote (Ukrainian market)

Lead AI content direction for Ukraine's largest YouTube creator community (**30,000+ members**), setting the agenda on how creators adopt AI across real production.

Designed and delivered AI-workflow education - sessions and resources reaching the full **30K+ audience** - introducing hybrid live + AI formats that cut production time by **up to 40%** for creators who adopted them.

Event & Marketing Manager

OCT 2023 — JUN 2024

Stichting JobOn · Netherlands (Dutch market)

Planned and ran **10+ webinars and workshops** end-to-end — theme, structure, and speaker & venue sourcing — connecting career specialists with job seekers in the Dutch market.

Drove registrations through social media and website campaigns, consistently filling sessions to **30–50 attendees each** — **300+ participants** across the series.

Marketing Intern

SEP 2020

Nestlé · Ukrainian market · 1-month project

Built and ran the marketing campaign for a five-day online recruitment event targeting IT professionals for Nestlé's web content services team — driving **1,000+ applicants**.

Managed the selection and onboarding funnel down to a final cohort of **257 qualified participants (~26% qualification rate)** through structured test-task evaluation.

CORE SKILLS

SOCIAL & INFLUENCER MARKETING

Social media strategy & management, Instagram / TikTok / YouTube, influencer & affiliate marketing, creator sourcing & onboarding, UGC, community management, bilingual EN/ES campaigns

CREATIVE PRODUCTION

Video editing, color grading, sound design, on-camera direction, scriptwriting; AI video, voice & image generation; hybrid AI workflows (Veo, Kling AI, ElevenLabs, HeyGen, Claude, ChatGPT)

CONTENT MARKETING & GROWTH

Content strategy & calendars, short- & long-form video, copywriting, creative packaging & thumbnails, SEO & metadata, CTR / retention / watch-time optimization, audience growth, analytics

TOOLS

Meta Business Suite, YouTube Studio, TikTok, Premiere Pro, CapCut, Photoshop, Canva, Figma, Notion

EDUCATION

BA – Ethics, Politics & Economics

Ukrainian Catholic University (UCU)

Interdisciplinary program in political economy, ethics, and public policy — analytical grounding for audience research, messaging, and marketing strategy.

LANGUAGES

|           |        |
|-----------|--------|
| Ukrainian | Native |
| English   | Fluent |
| Spanish   | B2     |
| Dutch     | A2     |