

Matilda Trojanovsky

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SUMMARY

Interested in marketing strategy and copywriting, with a passion for creating thoughtful, ethical, campaigns that make an impact. Experience in retail and digital strategy has strengthened problem-solving skills, creativity, and a strong understanding of audiences. Proficient in Canva and Adobe, with strong attention to detail and an interest in content creation, campaign execution and social media.

EDUCATION

Bachelor of Arts in Strategic Communication | University of Minnesota, Minneapolis May 2026

EXPERIENCE

Beauty Advisor | Sephora, Bloomington March 2025 – September 2025

- Explained detailed skincare, makeup, and fragrance information in a clear and personalized way to more than 9,000 customers.
- Built strong customer relationships by identifying individual needs and recommending appropriate products.
- Maintained merchandise displays and visual presentation standards to support a consistent brand experience.
- Balanced customer service, product education, inventory, and operational responsibilities in a fast-paced environment.

Digital Marketing Strategy Consultant | Ideal Auto Imports, Eden Prairie February 2025 – April 2025

- Independently secured and managed a consulting project and developed a comprehensive digital marketing strategy for the dealership.
- Conducted customer interviews, survey research, and competitive analysis to identify audience needs and opportunities for growth.
- Presented recommendations aligned with the dealership’s target audience, brand positioning, and business goals.
- Developed data-driven recommendations for website content, SEO, and social media strategy.

Sales Associate | PacSun, Multiple Locations May 2021 – June 2024

- Assisted customers with product selection, sizing, and styling while communicating product information clearly.
- Worked across multiple Twin Cities locations and adapted quickly to different teams, customer needs, and store priorities.
- Maintained organized merchandise, accurate inventory, and consistent visual standards through restocking and product organization.
- Balanced customer service, transactions, inventory responsibilities, and other time-sensitive tasks in high-volume environments.
- Supported Black Friday operations across multiple locations, contributing to more than \$200K in total sales in 2023.

CERTIFICATIONS

SEO Certification, HubSpot Academy March 2026
Media Planning Simternship, Stukent November 2025

SKILLS

Canva	Visual Merchandising	Content Strategy & Copywriting
Digital Marketing	Search Engine Optimization (SEO)	Adobe (Illustrator, Photoshop, AE)
Survey Design & Analysis (Qualtrics)	Market Analysis & Research	Russian (fluent)