

Semen Gubenov

Business Administration Student | Product & Growth Marketing | Content & Analytics
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EXPERIENCE

Social Media Manager

Aug 2025 - Present

ASL Sprachenschule München, Munich, Germany

- Own end-to-end content production for Instagram, Facebook and TikTok: research, concepts, video editing, publishing and weekly performance analysis.
- Produce 20+ short-form videos and Canva assets per month with German/English subtitles, tailoring creative angles to topic and audience data.
- Track reach, engagement, CTR, CPC and spend in Excel; test creatives, formats and targeting to improve paid and organic campaign performance.
- Grew Instagram from 300 to 56,000, Facebook from 3,000 to 130,000 and TikTok from 0 to 55,000 followers, a combined gain of roughly 241,000 in under 12 months.
- Drove peak monthly reach of 14M+ on Facebook, 2.5M+ on Instagram and 1.5M+ on TikTok; Meta campaigns reached up to 20% CTR with CPC from EUR 0.05.
- Increased average course enrollment from 6 to 9 students through targeted advertising campaigns.
- Monitor competitor trends and coordinate content approvals with internal stakeholders, turning performance findings into concrete follow-up tests.

Operations & Childcare Assistant

Sep 2024 - Aug 2025

Serendipity Life GmbH, Munich, Germany

- Coordinated schedules, participant lists, excursions and short-notice changes across 9 holiday camps with approximately 90 children each.
- Led daily operations as Day Manager for 50-60 children, communicating with parents about upcoming events, resolving issues and coordinating activities.
- Communicated with parents, partners and internal teams while tracking 10+ parallel workstreams and open items per camp.

PROJECTS

ASL Language Assessment | Multilingual Website and Conversion Funnel

2026

- Built a conversion-focused language assessment website on Codex that identifies users' language levels and automatically recommends suitable courses, turning potential leads into course sign-ups.
- Covered 5 CEFR levels with 30 questions each, plus a comprehensive placement test; generated 20 course sign-ups in the first week.

Personal Marketing Portfolio | Website and Case Study

2026

Open portfolio.

EDUCATION

B.Sc. Business Administration, 3rd Semester

Oct 2025 - Present

Ludwig Maximilian University of Munich, Munich, Germany

Economics Track | Final Grade: 1.6

Sep 2024 - Jun 2025

Studienkolleg Munich, Munich, Germany

SKILLS

- Marketing & Growth: audience research, campaign planning, paid social, SEA/Google Ads, A/B testing, conversion funnels, KPI reporting, competitor research
- Content & Creative: short-form video, Canva design, copywriting, content distribution, campaign assets,

website content, quality checks

- Tools & Platforms: Canva, CapCut, Meta Ads Manager, Meta Business Suite, Google Ads, HubSpot, Excel, Word, Instagram Insights, TikTok Analytics
- Languages: Russian (native), German (C1, fluent), English (B2)
- Availability: immediately, up to 20 hours per week