

■ summary

Content operations leader with five years scaling creator-led campaigns and marketing programs across European markets — 40% reach growth, 30% engagement lift, 50+ creators onboarded. Owns end-to-end influencer operations: sourcing, briefing, compliance, and performance tracking, across TikTok, Instagram, YouTube, Twitch, and Kick. Builds AI-powered internal tools on the side — automated script generation, screenshot-to-report pipelines — that turn repeatable marketing work into infrastructure. Computer engineering background; open to influencer marketing, content ops, growth, or program management roles.

■ experience

**Influence & Content Manager · NDA client**

Oct 2025 — Jun 2026

- Built and scaled a 50+ creator pipeline across Twitch, TikTok, and Instagram for tier-1 European and international markets — from cold sourcing to signed, vetted talent ready to brief.
- Wrote 100+ short-form scripts tailored to each creator's persona while preserving the core marketing hook — throughput that let the program scale past what manual scripting could support.
- Ran the full campaign lifecycle end-to-end — negotiation, compliance, delivery, reporting — cutting delivery turnaround and giving stakeholders ROI numbers they could act on.

**Influence & Content Manager · Self-employed**

May 2023 — Aug 2025

- Grew a 6-account Instagram portfolio from planning to daily execution, delivering 40% reach growth and 25% follower growth in 18 months.
- Lifted engagement 30% by testing formats and hooks against audience data instead of guessing.
- Turned advertiser and creator relationships into a repeatable monetization channel, raising brand-deal frequency.

**Marketing Specialist · OKC Agency**

Apr 2021 — Mar 2023

- Planned and produced social content inside an integrated marketing strategy, keeping output aligned across every channel.
- Launched paid campaigns across Meta, Instagram, and LinkedIn Ads that grew engagement and brand awareness.
- Built audience-growth strategies from the ground up, setting the playbook later roles scaled.

■ systems built

**Brief → Script**

Turns a brand brief and creator tone into a timecoded script draft — hook, body, proof, CTA — in seconds.

[brief-to-script.hunkoyura.workers.dev](https://brief-to-script.hunkoyura.workers.dev)

**Post → Report**

Screenshot-based campaign performance tracker with AI metric extraction and printable brand reports.

[post-tracker-simple-production.up.railway.app](https://post-tracker-simple-production.up.railway.app)

**Search → Shortlist**

Creator discovery by parameters — platform, niche, audience size, engagement — returning a ranked shortlist.

in development

■ skills

**OPERATIONS**

End-to-end influencer ops

Sourcing, vetting, negotiation

Campaign tracking & compliance

Cross-cultural stakeholder mgmt

**CONTENT**

Creative briefing

Script adaptation, TikTok/IG/YT

Paid social (Meta, LinkedIn)

Market & competitor analysis

**SYSTEMS**

AI-driven workflow automation

Computer engineering foundation

Reporting & data pipelines

Tool-building for repeat tasks

■ education

**Chernivtsi National University**

M.Sc., Computer Engineering

Sep 2014 — Dec 2019