

Marieta Murg

Digital Marketing Strategist

Experience

Project Manager

Managing teams of professionals while ensuring constant and clear communication with the clients.

2010-2018

Industries covered:

- Real Estate/Construction
- Digital Marketing Agency
- Medical equipments/products
- Tech

Digital Marketing Manager

Managing digital marketing campaigns, setting up an online presence for businesses, creating strategies, industry analyses, brand guidelines and more.

2015-2025

Industries covered:

- Jewellery
- Skincare products
- Public speaking
- Perennial plants

Mommy of two



2018 - present

Top recent professional achievements

Over \$11 million raised in donations

for children in need of treatments & surgeries

2020-2025

My responsibilities included:

- Preparing the story for each case
- Managing media appearances (TV interviews, radio ads)
- Creating content (video editing, writing texts from articles to newspaper content, recording audio etc.)
- Managing social media pages
- Preparing the documentation for various NGO applications



Specialties

Wholistic approach to any business, taking into account both the online and offline presence of a brand. I can **handhold** a business owner from the creation of their website to the implementation of their **bespoke digital marketing strategy**.

Skills

- Brand strategy & setup & analysis
- Webcopy | Shopify website creation | WordPress website maintenance | Website optimization
- Social media planning & content creation
- Email marketing | Email autoresponders & funnels
- Media appearances & PR

Generated six figures in online sales in 2025

Perennial plants ecomm

2024 - present

My responsibilities included:

- Creating a website in Shopify + webcopy + email funnels
- Managing social media pages
- Content creation (video shooting, photos, editing, writing articles and blog posts)
- Analyzing results, suggesting improvements
- Influencer marketing management