

# Kadriann Raud

photography / creative design / full stack marketing



+372 5692 6252 • kadriann.raud@gmail.com • kadriannraud.weebly.com • Tallinn, Estonia

## EDUCATION

Estonian Academy of Arts / 2012 – 2013 /  
Diploma in Basics of Photography

Tallinn University / 2012 – 2013 /  
BA Studies in Geoecology  
Minor Studies in Art History

University of Tartu / 2008 – 2012 /  
BSc Studies in Geography  
*Cartography and Human Geogrpahy*  
Minor Studies in Russian and Slavic Philology  
*Russian Language and Literature*

Tallinn French School / 1997 – 2008 /  
High School Diploma

Liivalaia 2ry School of Tallinn / 1996 – 1997 /

## LANGUAGES

**Estonian** – native or bilingual proficiency  
**English** – full professional proficiency  
**Russian** – limited working proficiency  
**French** – elementary proficiency

## VOLUNTEER WORK EXPERIENCE

- **Member of the Electoral Committee**  
Tallinn City Office / 2017 – 2019 /  
Counting votes for different elections.
- **Sales & Business Development Intern**  
Jobbatical / 2017 /  
Sales and business research and analysis.
- **Keeper of the Photo Collection**  
Art Museum of Estonia / 2013 /  
Archiving the museum's photo collections.
- **Field Observator, Researcher, Fieldworker**  
University of Tartu / 2010 – 2011 /  
Observation, research methods, land surveying.
- **Cartographer**  
Estonian Maritime Administration / 2010 /  
Compliation and design of navigation maps.
- **Translator**  
Volunteer Activity Center / 2009 – 2010 /  
Translating stories from Russian to Estonian.

## WORK EXPERIENCE

- **Marketing & Communications Manager** *Present*
- **Social Media Designer & Webmaster** *3 months*

T grupp / 2020 – ... /

Marketing and advertising planning and budgeting, press releases and communication, creating and maintaining a public image, content management, copywriting (SEO), analytics (CRO), user experience development, marketing and advertising in social media, print, press and other media, social media and website design and management, branding and identity, environmental, online, packaging, print and UI design, B2B and B2C newsletters, live chat, messenger support and call centre implementation and automation for private and business customers, customer relationship management, marketing-related events.

Working with these brands: Bussijaam, Cargobus and Tpilet.

- **Owner, Photographer, Creative Designer & Marketing Consultant** *Present*

Kadriann Raud / 2012 – ... /

Photography and photo editing, branding and identity, environmental, online, packaging, print and UI design, copywriting (SEO), analytics (CRO), content and user experience development, full stack marketing, marketing and communication management, project and sales management, customer relationship management, maintenance of company-related documentation.

Worked with these brands: Bro Fitwear, Cherry, Delfi, Eesti Filmi Instituut, fitsmart.ee with Aleksandra, Kikilips by Maarja Naan, Mootor Grupp, Nõmme-Tallinn Rotary Klubi, PerfectLine, Shoperb and Õpetajate Leht.

- **Webmaster & Creative Designer** *5 months*
- **Webmaster** *6 months*

Lux Express / 2020 – 2021 /

Helping with website design, management and SEO, social media and print advertising designs.

- **Estonia Online Department & Digital Marketing Manager** *6 months*
- **Estonia Online Department Manager** *2 months*

TUI Baltics / 2020 /

B2B and B2C newsletters and sales, social media marketing, marketing and online sales budgeting, short and long-term marketing and online sales planning, social media posts, ads and campaigns, print and press designs and releases, copywriting, creating new landing pages and coding (HTML),

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## WORK SKILLS

analytics, business management, branding communication, content management, conversion rate optimization, copywriting creative design, customer relationship management, customer support, growth hacking, link building, marketing, online sales, photo editing, photography, project management, search engine optimization, team management

## COMPUTER SKILLS

**Beginner** – Adobe Dreamweaver, Adobe InDesign, ArcGIS, ArcView GIS Version 3.1, AutoCAD, CSS, GIS Applications, JavaScript, jQuery, MapInfo Professional 6.5, MicroStation, MySQL, PHP, PopSQL, PostgreSQL, SAF, Statistica 8

**Intermediate** – Android, Apollo, Atlassian Tools, Clearbit Connect, dKart, Erply, Figma, Filezilla, HansaRaama, HTML, InVision, Linux, Mozilla Firefox, MS Power BI, Nimbus, Opera, Optimizely, Samo, Sendmail, SessionCam, Smartlook, TypeForm, Ubuntu, Wistia

**Advanced** – 1Password, Adobe Programs (Acrobat, Bridge, Illustrator, ImageReady, Photoshop, Spark), Ahrefs, Apple Safari, Asana, Authenticator, Balsamiq, BambooHR, Bitly, Canva, Data Scraper, Dropbox, Foto Studio, Google Tools (Ads, Analytics, Business, Create Maps, Extensions, Mobile-Friendly Test, Optimize, PageSpeed Insights, Search Console, Tag Manager, Trends, etc.), Grammarly, GTmetrix, Hosting Checker, Hotjar, HTTPTrack Website Copier, I Search From, Intercom, iOS, Kentico, KWFinder, Mac OS, MailChimp, Mailigen, Meta Tools (Ads, Business, Creator Studio, etc.), MS Programs (Office, OneDrive, Outlook, Teams), Ninjalitics, OpenOffice, Pipedrive, PortraitPro 15, Qualaroo, Respond.io, RiteTag, Rocketbots, Semrush, SEO Meta in 1 Click, SEO Site Checkup, Skype, Slack, StatCounter, Station, Zendesk, Toggl, W3C Markup Validation Service, Web.dev, Website SEO Checker, Weebly, Windows, WordPress and other marketing, design and photography tools

increasing online sales, website management, content and user experience development, customer relationship management, live chat integration, different metrics and analytics analysis, SEO and CRO.

### • CS Specialist

2 years

**Bolt / 2017 – 2019 /**

Kenya support, Ghana support lead, driver registrations, price reviews, West Africa driver compensations and rider refunds, ambassador between the Customer Support Team and the Commerce, Payment and Fraud Team.

### • Estonia Country & Sales Manager

2 years

**Getty Images / 2015 – 2017 /**

Sales planning and management, market research and analysis, customer relationship management.

### • Conversion Analyst

3 months

**CXL / 2014 /**

Conversion optimization, data and market research and analysis, project management, customer relationship management.

### • Online Sales & Marketing Administrator

3 months

**Eurodent Hambakliinik / 2012 – 2014 /**

Online store product sales and assembly, managing warehouse and invoices, photographing products, creating and managing websites, marketing in social media, copywriting, creating and advertising campaigns in print media, online, packaging and print designs.

Worked with these brands: CeraDent Baltic, Damon System, Dentalshop24, Eurodent Hambakliinik, MediCredit and Ortomax.

## LICENCES & CERTIFICATIONS HONOURS & AWARDS

- **Recognition for Organizing the Reception of Ukrainian War Refugees**  
Estonian Social Insurance Board / 2022 /
- **T grupp Received Special Recognition Award in the Category of New Public Transport Infrastructure**
- **T grupp Received Nomination in the Category of Ticket Sales System**  
Estonian Transport Administration / 2022 /

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## PERSONAL SKILLS & INTERESTS

**Skills** – creative, conscientious, detail oriented, good technical sense, helpful, honest, independent, inventive, team player, thorough, trustworthy

**Interests** – art and art history, badminton, beach tennis, board and card games, choral singing, creative writing, films, football, jogging, languages and cultures, literature and reading, music, padel, photography, travelling, trivia games, scuba diving, tennis, theatre

## ORGANIZATIONS

- **Player**  
Alta Tennis Club / 2015 – ... /
- **Member**  
Book Club / 2015 – ... /
- **Member**  
EGEA & EGEA Tartu / 2008 – ... /
- **Open Water Diver**  
PADI / 2004 – ... /  
Licensed Open Water Diver since 2005.
- **Player**  
Estonian Football Association / 2018 – 2021 /  
Licensed RL. FC Nõmme United player.
- **Photographer & Editor**  
Estonian Assoc. of Journalists / 2013 – 2018 /  
Press Card for Õpetajate Leht.
- **Member**  
ESN Tartu / 2010 – 2011 /
- **Member**  
Seiklejate Vennaskond / 2009 – 2010 /  
Youth exchange in Montenegro.
- **Team Lead**  
Estonian Red Cross / 2006 – 2008 /  
Certificate in first aid and second place in the National First Aid Competition held in Tallinn.

## LICENCES & CERTIFICATIONS HONOURS & AWARDS

- **Certificate in Social Media Marketing**  
KoduleheKoolitused / 2020 /
- **Certificate in Website Optimization SEO**
- **Certificate in Google Ads**  
TurundusTreff & DreamGrow Digital / 2020 /
- **Certificate in Creating Online and Print Ads With Adobe Illustrator and Adobe Photoshop CC**  
BCS Koolitus / 2020 /
- **CXL Certified Optimizer**  
CXL / 2014 /
- **Certificate in Photography Summer Course for Beginners**  
Eestifoto Fotokool / 2011 /
- **Class B Commercial Driver's License**  
Estonian Transport Administration / 2007 /

## COURSES

- **Belbin's Team Role Analysis and Workshop**  
Belbin Eesti / 2022 /
- **Masters of Email Marketing**  
Smaily / 2022 /
- **Four Important Writing Styles in Marketing. When and Which One to Use?**  
Estonian Chamber of Commerce and Industry / 2022 /
- **How to Market Your E-Business Better**
- **How to Organize Online Events for Hundreds and Thousands of People**
- **12 Hours of Marketing: E-Commerce Special**
- **How to Get More Good Customers**
- **12 Hours of Marketing**  
Turunduslabor & Lavii Turundus- ja Veebilahendused / 2021 – 2022 /
- **Adobe Photoshop Practicum**  
BCS Koolitus / 2021 /
- **What Can You Do to Get Your Newsletters Opened**  
Smaily & Veebimajutus.ee / 2021 /
- **Grow With Google 6 Online Courses**
- **Grow With Google 4 Online Courses**  
Digiareng / 2021 /
- **Morning With an Advisor: Digital Marketing for Beginners**  
GrantThornton / 2021 /
- **Grab the Wheel! – Self-Developing Lectures and Workshops**  
Bolt / 2019 /
- **Elite Camp for Online Marketing**  
DreamGrow Digital & CXL / 2014 /
- **Dental Photography Workshop in Kaunas**  
Dr. med. dent. Wolfgang Bengel / 2013 /