

# Victoria Bujny

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## Experience

### Google | Account Manager 7/2016 - Present

- Developed and managed digital brand strategies for Fortune 500 companies such as ExxonMobil, Pizza Hut, Taco Bell, and KFC.
- Analyzed and synthesized data which highlighted incremental opportunities to achieve greater market penetration and growth.
- Managed relationships across internal teams and client agencies to achieve business goals.
- Pitched **13M+** dollars which contributed to closing a gap and hitting 90% of revenue target with **51% YoY growth**.

### Google | Marketing Consultant 5/2014 - 7/2016

- Advised small and medium business owners on digital marketing strategies focusing on AdWords search and branding opportunities on YouTube.
- Consistently exceeded revenue and customer satisfaction targets.

### Google | Social Media Strategist 6/2015 - 3/2016

Represented the AdWords brand on Twitter, YouTube, G+, and Facebook to an audience of 3M+.

Spearheaded strategic initiatives to further develop relationships with influential users. Analyzed interaction sentiment, handle time, and trending issues and compiled weekly summary report shared with management stakeholders.

### MSU Hatch | Community Manager 11/2011 - 5/2014

Grew the Idea Hatch, the first student business incubator to promote innovation and entrepreneurship at Michigan State University from 5 to 50+ startups.

Advised more than 50 startups on their business plans, presentations, and market analysis. Worked closely with MSU Patent offices to identify market opportunities for patented technologies

## Projects

### Google For Entrepreneurs 2014 - Present

Created engaging content, and learning opportunities to support startups that are part of the GFE network.

### Google X 2015 - 2016

Supported global Solve for X community organizers in planning and executing Moonshot Sprint events

### Folyo.co - Co-founder 5/2014 - 7/2016

Co-founded Folyo, an art marketplace focused on democratizing art collecting. We placed 1st at Startup Weekend and secured 15k+ through pitch competitions.

## Highlights

- Placed in top 3 at 3 Startup Weekends.
- Trained Yellow Belt (Lean Six Sigma)
- Fluent in Polish
- Passionate about increasing entrepreneurial opportunities in the Midwest.

## Skills

- Market Research
- Digital Marketing
- Sales
- Relationship Management
- Event Planning
- Public Speaking
- Project Management

## Education

### BA in Advertising 2010 - 2014 Michigan State University

Received specialization in Public Relations. Courses completed in: Economics, Accounting, Communication management, Entrepreneurship.