

# Frank Tkachenko

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tkachenko@temple.edu

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EDUCATION: TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA  
**Bachelor of Business Administration, Graduation: May 2018**  
MAJOR: Management Information Systems | MINOR: Digital Marketing  
GPA: 3.2

EXPERIENCE: Styles of Man - Philadelphia, PA December 2015 - Present  
**Founder & Digital Marketer**

- Started fashion & lifestyle community site StylesOfMan.com to provide fashion advice for style-oriented young professionals
- Optimize website visibility by implementing social media marketing and SEO strategies, resulting in over 700,000 unique visitors and 1 million page views
- Launched StylesOfMan Instagram account to further engage visually-driven audience, acquiring 18,000 followers in first 8 weeks. Page has grown to 120,000 organic followers as of May '17
- Collaborated with fashion brands such as Sperry, JACHS NY, Ties.com, Kent Wang, Baxter of California, and Koio Collective to cross-promote content linked to Amazon's Affiliate program, generating \$20,000 in the first year

Worn&Wound - Website February 2016 – Present  
**Content Producer**

- Create written and visual content for a well-established watch blog (monthly readership: 500,000) and helping build the blog's reputation among its audience
- Strategize social media marketing strategies to further promote existing content

Temple University - Philadelphia, PA Summers 2015, 2016  
**Orientation Leader**

- Led incoming freshmen through team-work focused Orientation Program, introducing over 800 students to the values of Temple University
- Mentored students interested in the Fox School of Business about its curriculum, rewards, and challenges, helping organize freshman class schedules
- Organized both social and academic programming to ease all aspects of college transition

Saladworks LLC - Newtown, PA December 2013 – March 2016  
**Shift Manager**

- Ensured team of 10 employees operated productively, managing both company policy and individual employee needs to meet customer demand
- Addressed and resolved customer service concerns, securing repeat business and analyzing problem sources to prevent further issues
- Gained experience with register accounting, retail operations management, and setting and adjusting realistic short-term targets to meet long-term goals

## SKILLS & INVOLVEMENT:

- Experience with Tableau, HTML, CSS, SQL, R, NetBeans, SEO, MailChimp, Photoshop, and Microsoft Office
- Russian – conversational
- Alpha Tau Omega Fraternity (executive board), Association of Information Systems, Temple Toastmasters, and Student Alumni Association