

Darya Burlutskaya

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Profile

Vienna-based content creator and founder of Darya's Journal, a lifestyle, wellness, and journaling platform with 66.8K TikTok followers. Business and Economics graduate with a strong marketing foundation, currently pursuing an MSc in Quantitative Finance. Combine creative judgment with audience analytics, brand collaboration, and structured coordination; Meta Certified Digital Marketing Associate.

Content & Brand Experience

Founder, [Darya's Journal](#) - 66.8K-Follower Content Platform 09/2025 – present

- Create and develop content for 66.8K TikTok followers; achieved a 13.1% engagement rate and approximately 102K average views across the 30 most recent non-pinned videos.
- Delivered collaborations with international and Vienna-based partners including Motel Rocks, Park & Fifth, [Boa Vida Magazine](#), and Hotel Wilde Vienna; manage recurring editorial and community work.

Additional Experience

Working Student, Group Finance Data, Raiffeisen Bank International 07/2024 – 06/2025

- Coordinated with international stakeholders and created reports and presentations that conveyed information clearly.

Sales Department Intern, PLT Grand Marche, Online/Minsk 06/2020 – 09/2020

- Supported marketing campaigns, market analysis, sales activities, and day-to-day business operations.

Education

Business and Economics BSc, WU Vienna 10/2022 – 05/2025

- GPA: 1.16; top 1% of the cohort; strong business foundation with an emphasis on marketing, finance, and communications, alongside Supply Chain and Operations Management.

Master of Science in Quantitative Finance, WU Vienna 10/2025 – present

- Current GPA: 2.0; developing the analytical skills used to evaluate performance and support data-driven decisions.

Certification: Meta Certified Digital Marketing Associate (200 hours of coursework)

Skills

Marketing & Content: Digital marketing, content strategy and creation, marketing communications, social media analytics, audience insights, community management, brand partnerships, campaign support, market research

Coordination & Tools: Editorial collaboration, partner and stakeholder coordination, presentations, PowerPoint, Excel, Microsoft Office, Power BI

Languages

English, Russian, Belarusian (C2) | German (B2) | Italian (A1)