

Full Name, Position

Phone Email LinkedIn

Summary

I have more than 6 years of successful global B2B and B2C Marketing experience in product companies.

Extensive experience in building, maintaining, and running successful Digital Marketing Campaigns including marketing strategy development, lead generation, budgeting.

- Deep expertise in SEO, ASO, Affiliate, PPC, Email, SMM and analytics
- Conducted A/B tests for web or mobile products
- Led teams of 6+ specialists

Work experience

Chief Marketing Officer - Bitcoinwide

April 2022 – January 2023: Cryptocurrency project

- Created and implemented go-to-market strategy (SEO, Email, Referral, Content, SMM) • Created a six-person team (hiring and management)
- Created and tested 5 monetization hypotheses
- Launched email marketing with ~5400 subscribers
- Created a blog, new website structure, main landing pages, etc

SEO Consultant – Effy.ai

May 2022 - current, freelance: HR Software

- Created and implemented SEO strategy
- Increased traffic from 750 to 35 000 users/month in 9 months

Product Marketing Manager – Fin.do

December 2021 – March 2022: Money transfer service

- Created A/B tests that increase app monthly traffic by 50%
- Developed an SEO strategy that increase website monthly traffic by 300% and leads by 250% • Launched new website design and structure
- Worked closely with product manager on defining the product strategy

Marketing Manager - Maxitech

March 2020 – December 2021: Forex/crypto trading projects

- Achieved TOP1 Position on the Google SERP in 5 countries for target keywords • Enhanced conversion rates by 70% through A/B tested articles
- Launched 6 new licensed forex broker websites and 12 applications (IOS and Android) with a team

Deputy CMO - EnglishDom

January 2020 – March 2020: Edtech service

- Coordinated a team of 3 members to implement an Email, CPA, and SEO campaign • Achieved 60% increase conversion and income by SEO channel (from 90 to 150 monthly leads) • Created checklists for tracking budget, link building, and working process

SEO Lecturer - Hillel

March 2019 – April 2021, part-time: IT School

- Implemented a 12-lesson offline course called "Introduction to SEO" for ~ 70 students

Head of SEO - Tickets Travel Network

February 2019 – January 2020: Online travel agency

- Implemented an organic SEO strategy for a 6 person team, boosting visits by 300% in 8 months while increasing total sales by 40%
- Created a six-person team (hiring and management)
- Achieved 1st Position on the Google SERP in 8 countries for target keywords

SEO Specialist/Head of SEO – Adsy.com.ua

December 2017 – February 2019: Marketing services

- Developed an SEO-driven strategy that increased monthly revenue by 300% • Coordinated a team of 4 to write 6 detailed SEO guides each every week

Junior/Middle SEO Specialist - Govital

August 2016 – December 2017: Essay writing service

- Grew websites from 0 to 30 purchases/monthly in 7 months
- Optimized landing pages, banners, copy, squeeze pages, and all web-based elements • Created Meta Dates - Title, Description, URLs, and H1-H6 tags

Special skills

- Upper-Intermediate English
- Knowledge of HTML, CSS, SQL

Analytics tools: Google Analytics, Google Optimize, Amplitude, Hotjar, AppsFlyer, Intercom

Project Management tools: Jira, Asana, Trello

SEO tools: Ahrefs, Semrush, Majestic, MOZ, Google Search Console, Screaming Frog, SurferSEO

... **Affiliate tools:** Admitad, CityAds

Email tools: Postmaster Google, SparkPost, MailGun, SendinBlue, Gravitec, Emailable,

Snov **ASO tools:** Appfollow, Sensor Tower, Google Play Console, App Store Connect **PPC:**

Google Ads, Apple Search Ads, Facebook Ads, Google Keyword Planner

SMM: Telegram, Twitter, Reddit, Instagram, LinkedIn, Facebook

- Hobbies: sport, martial arts, tennis, mountain climbing, traveling, biking

Education

National Technical University of Ukraine «Igor Sikorsky Kyiv Polytechnic Institute», Department of Instrument Engineering (2010-2016)

Product Manager: Simulator GoPractice (2021)