AV

👤 32 ani

♂ Masculin

◎ Chișinău

⊘ in

Preferințe

- Flexibil
- Part-time
- În ture
- Fără program
- Full-time
- Hibrid (Oficiu/Acasă)
- Remote

Limbi

- **Română** · Elementar
- **Rusă** · Fluent
- **Engleză** · Comunicare

Permis de conducere

Categoria: A, B, C

Marketing Manager, PPC Manager, SEO Specialist, Marketing Consultant, Marketing Analyst

Despre mine

Digital Marketing Professional with 11+ years of experience specializing in B2B IT Marketing / E-Commerce Marketing.

- I have a strong background in driving results in the US and EU markets.

- I have held the Head of Digital Marketing and Digital Marketing Manager positions.

I am an expert in digital marketing, with a focus on Marketing Strategy, Branding, Search Engine Optimization (SEO), Pay-Per-Click (PPC), god of Content Marketing, Social Media Marketing (SMM), Reputation Management (SERM), Email Marketing, Positioning, YouTube Promotion, Market Research, Conversion Rate Optimization (CRO), Referral Marketing, Data analysis, Retargeting Marketing etc.

-I also implemented a marketing department transformation and established inbound marketing processes from scratch, resulting in successful lead-generation campaigns.

-I am confident in my ability to drive results and achieve success for almost any company.

- I'm implemented 360 analytics and detailed user tracking to drive data-driven decisions and improve the user experience, resulting in an improved customer journey.

- Implemented an account-based marketing program, resulting in 37% higher engagement rates and accelerating the sales cycle for strategic accounts.

- Led a full website redesign leveraging AI for content optimization and personalization, boosting conversion rates by 17% year-over-year.

- Developed a complete content strategy to drive traffic and communicate thought leadership at all levels of the decision-making funnel, resulting in about 2x more MQLs and a 1.5x improvement in decision-making speed.

- Launched an online reputation management project, resulting in improved brand reputation and increased customer and employee trust.

- Optimized paid advertising spend across search, social, and programmatic channels, increasing ROAS by 1621% while reducing overall ad spend by $252000 per year.

- I designed and created a user-friendly and modern website,

resulting in a 7x increase in content prototyping speed, a drop in average load time from 8.2s to 2.3s, an uptime boost to 99.95%, and a threefold increase in conversion rate.

- I've restructured the digital marketing division, managing a team of more than sixteen professional experts and two suppliers to drive business growth. Completely designed SEO, PPC, Email Marketing, Analytics, Content Marketing, and Social Media Marketing and Reputation (SERM) streams.

- Spearheaded the launch of a new services line, delivering an integrated multi-channel marketing campaign that generated huge numbers (NDA) in revenue in the first year.

Experiența profesională

Senior Marketing Manager · Luxoft · Kyiv
Februarie 2022 - Prezent · 4 ani

- Developed an inbound marketing strategy and rebranded the company
- Implemented comprehensive SEO strategy
- Developed website from scratch
- Evaluating and optimizing marketing and PPC strategies.
- Analyzing market trends and preparing forecasts.
- Generating new business leads.
- Increasing brand awareness and market share.
- Developing and managing the marketing department's budget.
- Overseeing branding, advertising, and promotional campaigns.
- Preparing and presenting quarterly and annual reports to senior management.

Senior Marketing Analyst · Namecheap
Decembrie 2019 - Februarie 2022 · 2 ani 3 luni

- Analyze trends and results for the company across the country
- Gathers data/information and performs analysis in support of strategy changes
- Integrating disparate data sources (internal and external) to create a view of markets
- Analyzing data utilizing and developing tools to drive new perspectives and insights
- Establishing monitoring and reporting protocols based on market movements
- Work with primary and secondary data sources and integrate them into meaningful insights
- Integrate tools and best practices into the function
- Presents findings of analysis to management on a periodic basis

Head Of Digital Marketing · ITsyndicate · Kyiv
Mai 2018 - Octombrie 2019 · 1 an 6 luni

- Craft strategies for all Marketing teams, including Digital, Advertising, Communications, and Creative
- Prepare and manage monthly, quarterly and annual budgets for the Marketing department
- Set, monitor, and report on team goals
- Ensure our brand message and consistent across all channels and marketing efforts (like events, email campaigns, web pages, and promotional material)
- Analyze consumer behavior and determine customer personas
- Identify opportunities to reach new market segments and expand market share
- Craft quarterly and annual hiring plans
- Monitor competition (acquisitions, pricing changes, and new products and features)
- Coordinate marketing efforts to boost brand awareness
- Participate in the quarterly and annual planning of company objectives

SEO Team Leader · Sloboda Studio · Kyiv
Decembrie 2016 - Decembrie 2017 · 1 an 1 lună

- Developed and execute successful SEO strategies
- Manage a team of SEO Specialists
- Conducted keyword research to guide content teams
- Reviewed technical SEO issues and recommend fixes
- Optimized website content, landing pages, and paid search copy
- Keep abreast of SEO and integrated marketing trends
- Collecting and analyzing data and results, and identifying trends and insights in order to achieve maximum ROI
- Track, report, and analyze website analytics
- Optimize copy and landing pages for search engine marketing
- Perform ongoing keyword discovery, expansion, and optimization
- Research and implement search engine optimization recommendations
- Research and analyze competitor advertising links
- Developed and implement link building strategy
- Worked with the development team to ensure SEO best practices are properly implemented on newly developed code
- Worked with editorial and marketing teams to drive SEO in content creation and content programming
- Recommend changes to website architecture, content, linking, and other factors to improve SEO positions for target keywords.

Domeniul dorit

- Marketing / Publicitate / PR

Studii: Superioare

Kyiv-Mohyla Business School
Absolvit în: 2016
Facultatea: Marketing
Specialitatea: Marketer