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Digital Marketing Manager

About me

As an Digital marketing manager with a proven track record of driving online growth and maximizing digital marketing strategies, I bring a dynamic blend of creativity, analytical skills, and strategic thinking to the table. With a deep understanding of the digital landscape and consumer behavior, I have successfully executed comprehensive online marketing campaigns to increase brand awareness, generate leads, and drive conversion rates.

Throughout my career, I have excelled in optimizing search engine visibility, managing social media channels, and implementing targeted advertising campaigns across various platforms. I am adept at leveraging data-driven insights to develop actionable marketing strategies that deliver measurable results. My expertise includes search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, email marketing, and content marketing.

I thrive in fast-paced environments and possess strong project management skills, allowing me to successfully coordinate cross-functional teams and deliver projects within tight deadlines. I am highly analytical and detail-oriented, continuously monitoring campaign performance and making data-backed adjustments to optimize ROI.

With excellent communication and interpersonal skills, I am experienced in collaborating with clients, stakeholders, and team members to ensure alignment and achieve business objectives. I am constantly staying updated with the latest industry trends and digital marketing advancements to stay ahead of the curve and drive innovation.

Overall, I am a results-driven Internet Marketer passionate about leveraging digital channels to drive growth and achieve marketing goals. I am excited to bring my skills and expertise to a dynamic organization where I can make a significant impact and contribute to its success.

Work experience: over 14 years

Please contact me on What'sAPP or e-mail, because I'm living now in TASHKENT, russian telephone number doesn't work

Work experience

Digital Group Head · Dental Clinic LLC · Moscow
August 2020 - January 2025 · 4 years 6 months

👤 36 years

♂ Male

📍 Chișinău

📍 Ștefan Vodă

💰 2 500 EUR

in

TOP Skills

- **Paid Advertizing** · 10 years
- **Digital Marketing** · 6 years
- **SEO** · 6 years
- **Communication Skills** · 6 years
- **Google Analytics** · 4 years
- **Work with agency** · 4 years

Preferences

- Full-time

Languages

- **Romanian** · Elementary
- **Russian** · Native
- **English** · Communication

Skills

- Strategies of Marketing
- Team Management
- Team Working
- Communication Skills
- SEO
- Paid Advertizing
- Google Analytics

- Purchased and warmed up new Facebook accounts for advertising campaigns.
- Searched and studied services that provide payment for Facebook advertising services for legal entities. I had previously worked with one service that had proven itself well, so I resolved this issue within 2 business days. (Registration - Signing of documents, Balance top-up - Start)
- Compiled a road map for launching advertising campaigns, developed strategies and studied the target audience. Completed within 3 business days.
- Determined landing pages for directing traffic and generating leads. I categorically refused to use a website, as previous experience had shown that websites do not produce very good results in this field in the Russian Federation. Therefore, I decided to use proven and effective tools, such as quizzes and lead forms in advertising accounts, etc. This issue was resolved within 1 working day.
- Began working with the team (team formation was done jointly with the marketing director). Assigned tasks to each employee (designer, copywriter, programmer, analyst) and set deadlines. Accepted all completed tasks and began preparing for the launch of advertising campaigns.
- After just one month of working in the company, the first results were already visible: the average check increased by 12 times, ROI was nearly 600%, and the call center was overloaded with quality leads beyond the norm (attracted 100-150 quality leads daily, where the conversion rate was around 40-48% per deal, and then some more, Further, with an upsell, the average cost per lead was 50%+ cheaper than that of competitors.

Skills: Communication Skills, Team Management, Paid Advertizing, SEO, Team Building, Digital Marketing, Management, Work with agency

Senior Digital Marketing Manager · Eurokappa LLC · Moscow

November 2019 - August 2020 · 10 months

- Engaged in lead generation (Facebook, Instagram) and launched everything manually without automation.
- Supervised digital contractors for contextual advertising and SEO.
- Created/developed landing pages from scratch on the Tilda platform.
- Tested various creatives for advertising campaigns.
- Supervised CRM managers (Bitrix24 integration).
- Collaborated with content managers and designers.
- Worked with various digital marketing tools and traffic arbitration (publer, pixels, GA, GTM, YM, Roistat).
- Lead generation by region.
- Supervised CRM managers (Bitrix24 integration).
- Integrated various tools (Facebook lead ads, Bitrix24, Telegram, WhatsApp, and others).

Achievements: Increased average check, optimized advertising campaigns and budgets, built a strong team, increased conversion rate on arrival.

working with advertising budget 150.000 \$ per month

Skills: Facebook ads, Communication Skills, SEO, Digital Marketing, Paid Advertising

Senior Digital Marketing Manager · Automir-DV LLC · Khabarovsk

March 2018 - August 2018 · 6 months

- Developed and implemented strategies for the development and monitoring of internet channels aimed at promoting the company's brand. Devised and executed a comprehensive internet marketing strategy focused on increasing sales of automotive services.
- Managed social media accounts for the "Nissan" and "Renault" brands. Created weekly content plans, launched advertising campaigns, and collaborated with major influencers.
- Launched advertisements (targeted, contextual, KMS, RSYA) and manually conducted daily analysis. No automated systems were used.
- Utilized analytical tools (YM, GA, GTM, Fb Pixel).

Project Manager Functions:

- Participated in writing project specifications for the "Avtomirservice" project. Collaborated with developers, designers, SEO specialists, set tasks, monitored deadlines, and supervised contractor work.
- Planned and monitored timelines, determined project budgets.
- Implemented analytical tools (YM, GTM, GA). Conducted monthly collection and analysis of statistics; monitored the resource's positions in Yandex and Google search results.
- Information administration - updated, filled, internally optimized, and promoted through search engine optimization.
- Monitored and ensured the smooth operation of all holding and "Avtomir Service" internet store websites.

Achievement:

- Increased the average transaction value for new car services.
- Brought more potential customers to test drives.
- Generated 3 million rubles in service sales through online advertising.
- Sold two Nissan Qashqai cars in one month through online advertising.

Skills: Digital Marketing, Paid Advertising, Seo, Design, Data Analysis

Digital Marketing Manager · Nevada Vostok LLC · Khabarovsk

January 2017 - March 2018 · 1 year 2 months

- Launching internet advertising (Context, Target, Media)
 - Analyzing all company media channels (web analytics).
- Working with analytical services;
- Monthly posting plan
 - Analyzing competitors' marketing strategies;

- Working with modern email services
Unisender / Mailchimp / Sendplus
- Testing hypotheses and analyzing the effectiveness of E-mail marketing
- Creating the right community image
- Working with regional platforms to understand the algorithm of building the top in social networks
- Promoting the community through social media services
- Creating and handing over thematic video channels for management.
- Reputation management - collecting feedback from the target audience and reacting to comments, influencing public opinion through PR materials in social networks
- Community management - directing discussions in the right direction, increasing user activity in communities, neutralizing negative users, organizing support services through social networks;
- Managing accounts and moderating them on all social networks
- Working with interfaces - integrating the website with social networks and with the online store
- Monitoring and analysis; Web analytics

Achievements: Increased active subscribers in social networks 10 times without a advertising budget, only posts and copywriting.

(Instagram from 0 to 100 thousand, VK from 0 to 7 thousand, OK from 1000 to 14 thousand + official checkmark)

Developed the company's corporate website with a team, which led to an increase in advertising sales in shopping centers.

My involvement in creating an online store and mobile application contributed to an increase in the company's profits and obtaining loyal customers through the internet in 6 cities in the Far East.

Found the best guys in their field and formed a team for various tasks, starting from UI/UX design to developing a corporate website, online store, saved budget on developing all our web services

Skills: Facebook ads, Paid Advertizing, Seo, Digital marketing, Работоспособность, Google Analytics, B2B Marketing, B2C Marketing, Communication skills, Communication Strategy, Analytical skills

Digital Content Manager · Grand LLC · Khabarovsk

June 2015 - January 2017 · 1 year 8 months

- Website administration for the company.
- Web analytics.
- Launching online and offline advertising campaigns.
- Content creation, administration, and management of social media groups.
- Launching social media contests to attract additional clients.
- Guerrilla marketing/advertising in prominent city publications.
- Creating landing pages.

Achievements: Built the entire marketing strategy from scratch. Through advertising, increased the number of visitors to the establishment and average ticket size by 85 percent.

Skills: Content Marketing, Facebook ads

Freelancer · Self Employee · Khabarovsk

March 2012 - September 2015 · 3 years 7 months

Marketing manager and website developer

Description: Provided services to organizations, private businesses, and government entities (Automotive, Medical, Software Development, e-commerce, Russian Ministry of Internal Affairs in the Khabarovsk Krai, Investigative Committee of the Russian Federation in the Far Eastern Federal District and the Khabarovsk Krai).

- Created websites from scratch to launch (CMS - WordPress / Tilda / UMI).
- Integrated third-party HTML codes (widgets, etc.).
- Content creation and management.
- Configured analytical systems (GA, YM, Pixel).
- Launched advertising campaigns (targeted, contextual).
- Created and managed social media groups (VK, OK, FB, IG).
- Developed and launched landing pages on websites.
- Designed and launched personal websites.

Skills: Paid Advertizing, Google Analytics

Desired industries

- Medicine / Pharmacy / Health
- Banking / Financial / Economic
- Real Estate

Education: Higher

The Far East International Relationships

Graduated in: 2015

Speciality: Public Relations

Courses, trainings

Digital Marketing MBA

Graduated in 2019

Mobile Marketing

Graduated in 2021

APPLE SEARCH ADS

Graduated in 2024

Aso From zero to Hero
Graduated in 2025