

Mariia V. Marketing Lead

PPC Specialist

Profile

- Seasoned in using a variety of PPC and offline tools: paid traffic, social media, CPA-marketing, email- push- in-app communication, content marketing, PR and event, SMM and SERM
- Led Data-Driven Marketing Efforts, utilizing analytics to guide strategic decisions, monitor KPIs, and achieve business objectives. BI analytical tools such as MS PowerBI.
- Managed company content plan for variety of social media and other content activities, content writers and in-house designers
- Digital Marketing Technologies, proficient in using Google Ads, LinkedIn, SEO, and various analytics tools including Google Analytics, Firebase Analytics, and Kissmetrics, MS Excel.
- Managed Advanced Marketing Tools such as Affiliate Marketing platforms, SMM tools, SERM, Mailchimp, Ahrefs, Similarweb, and SpyFu to drive marketing strategy and operations.
- Extensive experience in international projects as CMO, worked on user acquisition from Asia, LATAM and Europe for gambling products.
- Affiliate partnership (retention and new affiliate acquisitions)
- Handled SEO Optimization and Website Development across multiple roles, enhancing online presence and optimizing user engagement and conversion rates.

Details

Ukraine, Kyiv
MariiaV.@upstaff.com

Skills

Facebook Ads API
Google Ads
Adobe LiveCycle
IT Consulting
Telegram