

# Mariia V.

## Senior Marketing Lead

### SUMMARY

- 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.

### TECHNICAL SKILLS

<b>Main Technical Skills</b>	Facebook Ads API, Google Ads, Adobe LiveCycle, Telegram
<b>Salesforce Ecosystem</b>	Google Ads
<b>Social Media Marketing</b>	Google Ads, Mailchimp, Telegram
<b>Data Analysis and Visualization Technologies</b>	Google Analytics, Microsoft Azure Synapse Analytics, Power BI
<b>Google Cloud Platform</b>	Firebase Analytics
<b>Azure Cloud Services</b>	Microsoft Azure Synapse Analytics
<b>Industry Domain Experience</b>	Advertising, Gambling & Betting

<b>Third Party Tools / IDEs / SDK / Services</b>	Adobe LiveCycle, Ahrefs, Apps Flayer, Excel
<b>SDK / API and Integrations</b>	Context API, Mailchimp API
<b>BlockChain and Decentralized Software</b>	NFT marketplace
<b>Other Technical Skills</b>	CPA, CPC, Kissmetrics, retargeting, Rick, Similarweb, SMM, SpyFu

## WORK EXPERIENCE

### Head of Marketing / CMO

**Duration:** 2022-2023

Promotion of consulting and investment B2B/ B2C projects (igaming, crypto payments integration).

Definition of go-to-market strategy for B2B marketplace and managing operations to achieve business goals

Setting up and maintaining AC: Google Ads, LinkedIn, SEO optimization management.

Creation and development websites for our clients with the content and design team to create compelling materials for sales teams.

- Planning and execution of marketing mix strategy using a variety of PPC and offline tools: paid traffic, social media, CPA marketing, email- push- in-app communication, content marketing, PR and event, SMMand SERM
- Implementation of Data-driven marketing approach with ROAS, ROMI, ROI, LTV, ARPPU, CAC, CTR, DAU, MAU metrics
- Business model and unit-economy calculation
- Competitor analysis
- Build a marketing team and create and prioritize goals and KPIs for each team member
- Develop USP and positioning for solution, functionality upscale and cross-sale
- Custdev interviews
- Planning and Budgeting, KPI control
- Scouting for new publishers (affiliates)
- Establishing and maintaining strong affiliate relationships
- Team management
- ASO and mobile app promotion
- Planning and execution of Google Ads, LinkedIn, SEO campaigns and projects.

### Head of Marketing, Salesar Marketing Strategy

**Duration:** 2020-2022

**Summary:**



United different specialists related to marketing and development.

- SEO (internal/external optimization, setting up Ads, Google Tag / FB Business Manager, semantics collection, site audit, creation, detection when working with the site, creation of technical specifications for a subsequent error for installation).
- Media planning, budgeting, and control over the launch of advertising campaigns (on the part of the contractor): CPC, CPA, contextual advertising, display/teaser advertising, retargeting, etc.
- Analysis of marketing research results, performance evaluation, and solving problems and tasks.
- SMM (PR, affiliate PR, content plan, creating an affiliate program strategy, working with an acopywriter and designer).
- Creation of media advertising, as well as contextual and targeted planning based on the analysis of the competitive environment and the search for tops by geography.
- Creation of an inbound marketing strategy (recommendations for the sales department).

## EDUCATION

- **Kyiv State University**  
Economy Bachelor  
09.2014 - 07.2019
- **IE Business School, Madrid (online)**  
Economy Master  
10.2020 - 06.2021

