



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

Main Technical Skills	Facebook Ads API, Google Ads, Adobe LiveCycle, Telegram
Salesforce Ecosystem	Google Ads
Social Media Marketing	Google Ads, Mailchimp, Telegram
Data Analysis and Visualization Technologies	Google Analytics, Microsoft Azure Synapse Analytics, Power BI
Google Cloud Platform	Firebase Analytics
Azure Cloud Services	Microsoft Azure Synapse Analytics
Industry Domain Experience	Advertising, Gambling & Betting
Third Party Tools / IDEs / SDK / Services	Adobe LiveCycle, Ahrefs, Apps Flyer, Excel
SDK / API and Integrations	Context API, Mailchimp API

BlockChain and Decentralized Software	NFT marketplace
Other Technical Skills	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, SMM and 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, Sales and 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

