

Yuliya Y.

Head of Marketing

Data Analyst (DA), Chief Marketing Officer (CMO)

Profile

- Over 7 years of experience in Digital Marketing, 3 of which are in the Trading Ecosystem as a Director Marketing/Team Lead Marketing
- Skilled in using major tools like Facebook Ads, LinkedIn Ads, Google Analytics, GTM, and Data Studio, as well as newer platforms like TikTok Ads. Demonstrated success in managing large budgets, leading cross-functional teams, and launching products in the US and European markets, primarily in the EdTech and FinTech sectors.
- Proficient in SEO, comprehensive analytics, and the creation of data-driven marketing sales funnels, specializing in formulating digital promotion strategies that enhance lead generation and customer segmentation for SaaS products.
- Upper-Intermediate English

Details

None
YuliyaY.@upstaff.com

Skills

Feature Driven Development (FDD)

 DigitalOcean

Team Leadership
MS SQL Server
Management Studio
seo