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# Yuliya Y.

## Head of Marketing

### SUMMARY

- 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

### SKILLS

<b>Main Technical Skills</b>	FDD, DigitalOcean (7 yr.), Team Leadership (3 yr.), MS SQL Server Management Studio, seo
<b>Data Analysis and Visualization Technologies</b>	Business Analysis, Data visualization, Google Analytics, Google Spreadsheets, Microsoft Azure Synapse Analytics
<b>Databases &amp; Management Systems / ORM</b>	Data Lake
<b>Cloud Platforms, Services &amp; Computing</b>	Zoho
<b>Azure Cloud Services</b>	Microsoft Azure API, Microsoft Azure Synapse Analytics
<b>QA, Test Automation, Security</b>	API testing, Unit Testing
<b>SDK / API and Integrations</b>	API testing, Microsoft Azure API, Twitter API
<b>Collaboration, Task &amp; Issue Tracking</b>	IBM Rational ClearCase, Jira, Miro, Notion
<b>BlockChain and Decentralized Software</b>	NFT marketplace

<b>Soft Skills</b>	Research Skills
<b>Methodologies, Paradigms and Patterns</b>	Scrum
<b>Other Technical Skills</b>	Cusdev, Data Pine, Hotjar, Illustration and icons, Looker Studio, Mind Mapping, SAP Price Integration, SendPulse, TikTok Ads

## WORK EXPERIENCE

### Digital Marketing Director, Trading Ecosystem

**Duration:** 06/2022 - 01/2024

**Summary:** Digital Marketing Director responsible for managing the marketing team, implementing the Scrum system, leading traffic and lead generation, overseeing outsourced teams, managing advertising budgets, enhancing application generation and value, establishing end-to-end analytics, strategising digital promotion for Edtech/Fintech/SaaS products, customer segmentation, target audience analysis, launching products in America and Europe, sales funnel creation, marketing unit-economy, cost analysis, SEO optimisation, and executing tactical marketing tasks.

**Responsibilities:** Marketing team management, Scrum system work, Attracting new people, Traffic and lead generation management, Planning and managing advertising budgets, Generation of applications, pricing of applications, Formation of end-to-end analytics, Digital promotion strategy formulation, Customer segmentation and personalisation, Analysis of target audiences, Product launch in American and European markets, Sales funnels formation, Marketing unit-economy maintenance, Lead and client cost determination, Report maintaining, SEO optimisation, SMM strategy, PR strategy, Marketing sales funnel development, Interaction with IT department, Analytics creation using Google Analytics, API Conversation, and conversion tracking.

**Technologies:** Scrum, SEO, SMM, PR, Google Analytics, API Conversation

### Digital Marketing Lead, Top Trading Line

**Duration:** 11/2021-05/2022

**Summary:** Digital Marketing Lead focused on creating and visualising marketing strategies using MindMap, handling competitor and target audience analyses, planning advertising budgets, conducting A/B testing of ad campaigns, B2b lead generation, and working with sizable budgets.



**Responsibilities:** Marketing strategy creation and visualisation, E-commerce marketing, Competitor analysis, Target audience analysis, Advertising budget planning, A/B testing, B2b lead generation, Facebook ADS, LinkedIn ADS, use of GTM/end-to-end analytics, Pixel Facebook events setting, Advertising campaigns analysis, optimisation and scaling.

**Technologies:** MindMap, Facebook ADS, LinkedIn ADS, GTM, End-to-end analytics, Pixel Facebook

### **Digital Marketing Lead, Marketing Strategy Agency**

**Duration:** 11/2020-11/2021

**Summary:** Digital Marketing Lead at a digital marketing agency with a focus on marketing department management, implementing effective strategies for various platforms, and excelling in B2B/B2C marketing and lead generation programs.

**Responsibilities:** Department management, Marketing strategy development, Sales funnel development, Analytics for online channels, Promotion strategy for multiple platforms, B2B/B2C marketing, Lead generation, Use of Pixel Facebook, CPC/ROI/ROAS/LTV/CPL/CPA analysis, Brand portfolio analysis, SWOT/TOWS analysis, Target audience analysis, Competitor analysis, Positioning of goods/services, Facebook/Instagram/LinkedIn targeting, Quiz development, Technical specifications for development and design departments.

**Technologies:** Facebook ADS, Instagram ADS, Google ADS, LinkedIn ADS, Pixel Facebook, VRIN/VRIO models

### **Digital Marketing Manager (Part-time), Marketing Strategy for Logistics**

**Duration:** 12/2020-02/2022

**Summary:** Part-time Digital Marketing Manager at a logistics company, involved in creating marketing strategies, audience and competitor analysis, and working with large budgets.

**Responsibilities:** Marketing strategy creation and visualisation, B2B/B2C marketing, Lead Generation from all sources, Competitor analysis, Target audience analysis, Advertising budget planning, A/B testing, Facebook ADS, Positioning of goods/services, Pixel Facebook, End-to-end analytics, Quiz development, Technical specifications for design department.

**Technologies:** Facebook ADS, A/B testing, Pixel Facebook, End-to-end analytics

### **Online Marketologist, NDA**

**Duration:** 11/2019-09/2020

**Summary:** Online Marketologist focusing on business process automation, management of the SMM department, e-commerce marketing, and scaling advertising campaigns.

**Responsibilities:** Business process automation, SMM department management, E-commerce marketing, Facebook ADS, Pixel Facebook, Advertising campaigns analysis, optimization and scaling, Lead generation, Competitor and target audience analysis.

**Technologies:** Facebook ADS, Pixel Facebook

### **Senior ADS Specialist, Marketing Development for Manufacturing**

**Duration:** 02/2018-10/2019

**Summary:** Developed marketing strategies for a manufacturing firm, performed brand and competitor analysis, and led B2B lead generation and online channel analytics.

**Responsibilities:** Marketing strategy development, Brand portfolio analysis, SWOT/TOWS analysis, Positioning in the VBBP market, Competitor and target audience analysis, Facebook ADS, B2B lead generation, Sales funnels development, Online channel analytics, Monthly dashboard report creation, Technical specifications for development and design departments, Corporate website development and launch collaboration with developers, Photo/video shoot production and organization.

**Technologies:** Facebook ADS, Analytics

### **Junior SEO-Specialist, SEO and Web Promotion Agency**

**Duration:** 11/2015-12/2017

**Summary:** Junior SEO Specialist at Seotooly responsible for SEO website promotion, working with on-page SEO and digital tools to increase brand awareness and site traffic.

**Responsibilities:** SEO website promotion, OnPage SEO, Use of Absubmitter, Brand awareness increase, Site traffic enhancement.

**Technologies:** SEO, Absubmitter

## **EDUCATION**

- **University of Food and Trade**  
Faculty - Economics Specialty - International Economics

## **CERTIFICATION**

- **LABA - Strategy Marketing**
- **IMBA - Director Digital Marketolog**
- **Netology - Director Online Marketing**
- **Laba - PR -Marketing**

