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# Vitalii I.

## Chief Marketing Officer (CMO)

### SUMMARY

- With over 12 years of growth marketing experience and 4+ years of specializing in web3 companies, brings hands-on expertise across diverse crypto verticals including exchanges, online casinos, crypto products, b2b solutions, and P2E gaming.
- Data-driven marketing strategies have delivered proven results for blockchain startups and web3 companies targeting key geographies like the USA, Europe, China, Philippines, former Soviet Union countries, the UK, Australia, Canada, the specializing Middle East, and Scandinavia.
- As a strategic marketing leader, exceling at capturing attention, building trust, and accelerating revenue across these global markets.
- Analytical approach couples creative thinking with rigorous optimization across acquisition channels, empowering brands to scale strategically.
- Collaboration with multiple blockchain projects double their business, increase revenue by millions, and rapidly grow users in target regions through my nuanced understanding of local cultures and buyer mindsets.

### SKILLS

<b>Main Technical Skills</b>	Data Scraping, NFT marketplace, Marketing research, Marketing strategies, Web3
<b>Programming Languages</b>	VBScript
<b>Ruby Libraries and Tools</b>	Apartment (Ruby)
<b>JavaScript Libraries and Tools</b>	NativeJS
<b>Data Analysis and Visualization Technologies</b>	Business Analysis, Celonis, Data Analysis, Data Scraping, Data visualization, Google Analytics, Power BI
<b>Databases &amp; Management Systems / ORM</b>	Data Lake, MongoDB Compass, MS SQL Server Management Studio
<b>Cloud Platforms, Services &amp; Computing</b>	DigitalOcean
<b>Azure Cloud Services</b>	Microsoft Azure API

<b>Industry Domain Experience</b>	Advertising
<b>Deployment, CI/CD &amp; Administration</b>	Active Directory
<b>Collaboration, Task &amp; Issue Tracking</b>	Atlassian Confluence, Jira
<b>SDK / API and Integrations</b>	Collections API, Microsoft Azure API, YouTube API
<b>Methodologies, Paradigms and Patterns</b>	FDD, MVC
<b>Project Management &amp; Administration</b>	Marketing research, Marketing strategies
<b>BlockChain and Decentralized Software</b>	NFT marketplace, Smart Contract, Web3
<b>QA, Test Automation, Security</b>	QA Automation
<b>Platforms</b>	Quadient Automation
<b>Soft Skills</b>	Research Skills
<b>Other Technical Skills</b>	Business development, Customer Service, Digital Marketing, Marketing Automation, Planning and Coordination, PPC, Relational, SAP Price Integration, seo, SMM, Social Media Marketing, Team Leadership

## WORK EXPERIENCE

### Marketing Advisor, Cripty Labs

**Duration:** Mar 2023 - Present

**Summary:** Cripty Labs provides advisory services in the web3 space, assisting with growth marketing and blockchain project enhancement.

**Responsibilities:** Assuming an advisory role to offer marketing expertise and strategies.

### Chief Executive Officer, Marble Heroes

**Duration:** Jan 2022 - Dec 2022

**Summary:** Marble Heroes aims to create an equitable gaming environment with accessible platforms for player rewards.

**Responsibilities:**

- Deciding on a strategic direction for the company;
- Being the public face of the company;
- Reporting to the board of directors;
- Developing a direction for human resources;



- Creating a business network;
- Finding acquisition opportunities;
- Implement proposed plans.

**Technologies:** Jira, Microsoft Teams, Notion, ClickUp, Kazoo.

**Skills:** HR transformation, customer service, blockchain analysis, working with Investors, Go-to-Market strategy, brand strategy, R&D operations, sales operations, strategic planning, business development, and digital transformation.

**Achievement:**

- Developed and implemented a management system: Jira, Microsoft Teams, Notion, ClickUp, and Kazoo;
- Created a team of 70 people: Development, HR, Legal, Marketing, Sales, Design, Support, and R&D;
- Closed the Seed Round with an investment of +2 million dollars;
- MAU +15,000 users;
- Open Markets, Asia.

### **Marketing Advisor, KUNA**

**Duration:** 2022 - 2022

**Summary:** Crypto banking platform that provides businesses with digital banking solutions based on web3 and blockchain.

**Responsibilities:** Advising on marketing strategies, digital marketing, growth marketing, blockchain analysis, and initiatives.

**Skills:** Blockchain analysis, cryptocurrency exchange platforms, growth marketing, brand strategy, growth strategies, digital marketing, performance marketing, blockchain consulting, digital transformation, customer acquisition.

### **Chief Marketing Officer, Gemini**

**Duration:** Sep 2020 - Oct 2021

**Summary:** Cryptocurrency platform that allows customers to buy, sell, stake, and store crypto. Gemini focuses on steady growth for its two-sided marketplace, driving user acquisition through diverse marketing channels.

**Responsibilities:**

- Responsible for the steady yet rapid growth of a two-sided marketplace through B2B and B2C user acquisition;
- Conducted direct marketing efforts, including segmentation, consumer activation, customer journey mapping, and retention strategies;
- Executed omnichannel marketing campaigns across various channels, including OOH, TV, performance, digital, indoor, mobile, CRM, and trade marketing;
- Led an in-house creative agency, overseeing the production of brand-building visuals for ads and other marketing collateral;
- Analyzed customer insights and conducted in-house research, utilizing Power BI, dashboards, and advanced data visualization techniques.

**Technologies:** Power BI.

**Skills:** Blockchain analysis, cryptocurrency exchange platforms, growth marketing, brand



strategy, growth strategies, marketing automation, digital marketing, brand marketing, performance marketing, digital transformation, and customer acquisition.

**Achievement:**

- Effectively managed a team of 100;
- Email open rate +30%;
- SMM ER +20%;
- Optimize MQL/SQL +48%;
- Partnership with global company L1/L2. — Revenue \$20M+.

**Business Advisor (CRO), TruePartners**

**Duration:** 2021 - 2021

**Summary:** TruePartners enhances sales/marketing alignment with a focus on revenue strategy and performance analysis.

**Responsibilities:**

- Developing revenue strategies;
- Performing market analysis;
- Aligning sales and marketing;
  
- Managing partnerships;
- Tracking and analyzing performance;
- Managing budgets;
- Ensuring compliance;
- Communicating with stakeholders.

**Technologies:** Power BI, CRM system, support system.

**Skills:** Blockchain analysis, growth marketing, brand strategy, growth strategies, marketing automation, digital marketing, brand marketing, performance marketing, blockchain consulting, digital transformation, and customer acquisition.

**Accomplishments:**

- Developed key performance indicators based on the customer journey map (KPI + OKR). Conducted an analysis of all departments' performance (Affiliate, Media Buying, Support, Analytics, R&D, Marketing);
- Net Promoter Score increased from 6 points to 7 points (0 is bad - 10 is excellent). Automated and optimized communication processes with clients in the support department (through script automation);
- Signups to Confirmed Signups increased by 23% A CRM system was implemented;
- LTV (Lifetime Value) increased by 17%  
A unified analytics system was created for client work, taking into account the systems used within the company (Power BI, Affiliate Program, Media Buy Program, CRM system, and Support system);
- Grow Revenue + NDA  
A system for analyzing new markets was developed;
- As a result of these actions, additional KPIs were also improved: GGR, NGR, ARPU, and churn rate.

## **Chief Marketing Officer, Switchere**

**Duration:** Feb 2019 - Sep 2020

**Summary:** Switchere is a licensed fiat-to-crypto online exchange service provider that allows the buying of cryptocurrencies with a credit/debit card.

### **Responsibilities:**

- Implemented a digital strategy as part of the overall marketing plan;
- Effectively allocated the marketing budget across various channels, including PPC, SEO, SMM, price aggregators, remarketing, display, and video;
- Analyzed, forecasted, and planned digital marketing performance and media metrics, including traffic, conversion rate, cost per order, CPM, and coverage/frequency;
- Optimized advertising campaigns on PPC, GDN, Facebook Ads, and other channels by analyzing advertising performance (ROI/ROMI);
- Discovered and tested new channels for conversion traffic;
- Planned, organized, and monitored task execution by the digital marketing team, including objectives, timelines, and resources/budget;
- Developed a motivation system and KPI/OKR for the digital marketing team, including metrics such as ROMI, CPA, and ROAS;
- Coordinated interactions between digital marketing and other departments and offices within the company;
- Interacted with contractors, monitored their effectiveness, and provided regular reporting;
- Coordinated with IT, planned and oversaw sprints, and ensured the implementation of technical tasks;
  
- Prepared weekly, monthly, and quarterly reports for other departments and offices within the company;
- Conducted research and analyzed competitors and market trends.

**Technologies:** PPC, SEO, SMM, remarketing, display, video, Facebook Ads.

**Skills:** Blockchain analysis, cryptocurrency exchange platforms, growth marketing, brand strategy, growth strategies, marketing automation, digital marketing, brand marketing, performance marketing, digital transformation, and customer acquisition.

### **Achievement:**

- Funds turnover increased by 53% + 30/40% every month of the total AOV + 58%;
- ROMI (Targeted LCDs optimized and A/B new traffic channels tested on an ongoing basis);
- Website traffic increased + 133.8% (as of 07.2020);
- Developed a global strategy for each channel; PPC / SMM / PR / SEO / Email Marketing / Referral / Direct / Blog / Offline.

## **Co-Founder, Syndicate Digital Agency**

**Duration:** Apr 2019 - Mar 2020

**Summary:** Syndicate Digital Agency focuses on delivering complete social media marketing services for various clients.

### **Responsibilities:**

- Oversee the strategic direction of an organization;



- Implement changes and proposed plans;
- Engage in media obligations and public relations;
- Interact with other leadership executives;
- Maintain accountability with the board;
- Monitor company performance;
- Setting precedence for the working culture and environment.

**Skills:** Go-to-market strategy, growth marketing, brand strategy, growth strategies, marketing automation, digital marketing, strategic planning, brand marketing, performance marketing, digital transformation, and customer acquisition.

**Achievement:**

- Marketing Agency with a focus on social media marketing;
- 30+ client;
- AOV 7 000 eur  
Slovenia Market.

**Marketing Advisor, Hiveon**

**Duration:** 2020 - 2020

**Summary:** Crypto mining management software. Enterprise scale and power management for multiplying business efficiency.

**Responsibilities:** Providing marketing advice and strategies to optimize performance.

**Skills:** Blockchain analysis, growth marketing, brand strategy, growth strategies, marketing automation, digital marketing, brand marketing, performance marketing, blockchain consulting, digital transformation, and customer acquisition.

**Head of Digital Marketing, Avalon**

**Duration:** Aug 2018 - Aug 2019

**Summary:** Avalon real estate development companies in Ukraine, with an established track record for building award-winning high-quality residential development projects of various sizes and levels of complexity.

**Responsibilities:**

- Developed and implemented a marketing strategy and established the company's online presence;
- Collaborated with a web designer to develop and launch the company website;
- Developed and implemented KPIs for employees;
- Promoted the website through SEO, remarketing, and contextual advertising;
- Engaged in advertising and promotional activities on social media platforms such as Facebook, Instagram, YouTube, and Telegram;
- Conducted email, SMS, and Viber mailings;
- Managed contracted companies;
- Wrote scripts for YouTube channel videos and coordinated the filming process;
- Conducted SWOT analysis and developed an integrated strategy.



**Technologies:** SMMPlanner, Google Analytics.

**Skills:** Brand strategy, growth strategies, marketing automation, digital marketing, digital transformation.

**Achievement:**

- Automated SMM manager's tasks, including post-scheduling via SMMPlanner;
- Developed and implemented metrics to calculate key performance indicators (KPIs), such as LTV, ROMI, and CPL, and monitored their fluctuations;
- Resolved the issue of inaccurate metrics in Google Analytics, including incorrect bounce rates;
- Revamped the format of video content for YouTube, leading to a 30% increase in engagement among regular viewers;
- Initiated weekly social media campaigns to boost the number of applications, resulting in a 20% increase.

**Social Media Specialist, ANDRE TAN**

**Duration:** Mar 2017 - Aug 2018

**Responsibilities:**

- Automated posting for 19 accounts through SMMPlanner;
- Achieved a total of 280% increase in applications over three years;
- Established and managed a team of 12 content managers;
- Implemented audience collection using Facebook Pixel for better targeting;
- Managed personal and work social media accounts.

**Skills:** Brand strategy, growth strategies, marketing automation, digital marketing, digital transformation.

**Achievement:**

- Increase in the number of subscribers in social networks + 400% (only organic growth);
- Joint cooperation with opinion leaders with a total number of subscribers of opinion leaders of 5,000,000 people;
- Implementation of the metric system ER / TR / LR – to control the development of social networks and the possibility of changes.

**Head of SMM, Atlantic Express Corp**

**Duration:** Jul 2013 - Mar 2017

**Summary:** Worldwide Logistics Services.

**Responsibilities:**

- Automated posting for 19 accounts through SMMPlanner;
- Achieved a total of 280% increase in applications over three years;
- Established and managed a team of 12 content managers;
- Implemented audience collection using Facebook Pixel for better targeting;
- Managed personal and work social media accounts.

**Skills:** Brand strategy, growth strategies, marketing automation, digital marketing, digital transformation.



**Technologies:** SMMPlanner, Facebook Pixel.

**Results Achieved:**

- Automation of posting through SMMPlanner (19 accounts);
- The total increase in the number of applications amounted to + 280% for three years. —  
Built a department of content managers of 12 people;
- Implemented audience collection using Facebook Pixel.

## **EDUCATION**

- **Academy of Fire Safety named after Heroes of Chernobyl**  
2010 - 2012
- **State University of Life Safety of the Ministry of Emergency Situations of Ukraine**  
2006 - 2010
- **Educational and technological center of student youth**  
2005 - 2006

## **CERTIFICATION**

- **Fundamentals of Digital Marketing - Google**  
Issued Feb 2019
- **Google Analytics for Beginners Certificate - Google**
- **Social Media Marketing - MING**  
Issued 2017
- **CRM Bitrix24 - Auspex UA LLC**
- **Course completion certificate - YouTube**  
Head of Digital
- **WebPromoExperts**
- **Fundamentals of Blockchain Technologies + Trading - DOUBLETOP**  
Issued Dec 2022