

Maria, Traffic manager

Skills :

- Audit of advertising campaigns, making recommendations and changes;
- Development of advertising strategies, market and competitor analysis;
- Setting up and maintenance of advertising in Google Ads and Yandex, banner advertising, video advertising);
- Setting up Google Analytics, conversion rate tracking;
- Launch and optimization of advertising campaigns;
- KPI. Calculation of the price of the lead, applications and calls
- Work on results (number of leads, applications, calls)

Work experience :

PPC specialist

Mar 2017 - Present (4 years 2 months)

Freelance

Advertising / Marketing / PR-services

- Experience in more than 20 niches (real estate, services for home improvement, manufacturing of products from marble and other materials, auto parts, medicine, legal services for the population, garden centers, etc.)
- experience of working with large budgets (from 1000 USD)
- Conducting advertising campaigns in Google Adwords, Yandex.Direct
- Audit of existing advertising campaigns
- Optimization of advertising campaigns (settings management, analysis search queries, counting conversions and analyzing the ROI)
- Website promotion in Google My business, **Youtube**, Google Adsense
- Working with GTM, GA, customization and conversion tracking
- Revealing new needs of the client.
- Analysis of competitors' strategies

PPC Specialist, Analyst

Aug 2016 - Mar 2017 (8 months)

Teemika

Advertising / Marketing / PR-services

Setting up and maintaining Google Ads and Yandex.Direct campaigns

Development of advertising strategies, market analysis, audit of advertising campaigns.

Compilation and implementation of media plans with a breakdown by channels.

Launch and optimization of advertising campaigns:

Systematic improvement of campaign performance, search and testing of new ones traffic sources, testing and implementation of new advertising inventory.

Formation of reports and plans to increase the effectiveness of advertising campaigns.

Preparing projects for launch. Formation of technical specifications for programmers. Installation analytics (Google Analytics, Yandex.Metrica), setting goals, working with GTM.

Build a sales funnel.Preparation of commercial offers.

Education:

Odessa National Economic University (Odessa)

last year 2013

Financial management, banking

Languages:

English - above intermediate (MBA ONEU)

Russian - fluent

Ukrainian - native

Courses, trainings, certificates:

Ppcworld (Other countries)

2019

Professional development, study of trends in advertising for 2019.

Certified Google Analytics Specialist (Odessa)

2018

Convert Monster - Advanced Internet Marketing Course (Online) (Odessa)

2018

Certified Google Adwords Specialist (Odessa)

2017

Green forest (Odessa)

2016

English: Upper-Intermediate level

Fabrika - training courses for IT specialists (Odessa)

2016