

Markhaichuk Anton

Male, 32 years, born on 26 December 1990

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markhaichuk.anton@gmail.com — preferred means of communication

Another site: https://t.me/Anton_Markhaichuk

Reside in: Turkey

Citizenship: Ukraine, work permit at: Russia, Canada, Ukraine, Latvia

Ready to relocate, ready for business trips

Desired position and salary

User Acquisition Manager

48 000

USD

Specializations:

— Marketing manager, internet marketer

Employment: full time, part time, project work

Work schedule: full day, flexible schedule, remote working

Desired travel time to work: any

Work experience — 7 years 11 months

November 2020

— till now

2 years 7 months

Admitad GmbH

www.admitad.com

IT, System Integration, Internet

- Internet Company (Search Engines, Payment Systems, Social Networks, Information and Educational, Entertainment Resources, Website Promotion etc.)

- Software Development

- System Integration, Technological and Business Processes Automation, IT Consulting

Media, Marketing, Advertising, PR, Design, Production

- Marketing, Advertising, Designer, Event and PR Agencies

Team Lead Paid Search

- Control the achievement of the KPIs;
- Group management;
- Control of tasks execution;
- Control the compliance of advertising campaigns with agency quality standards;
- Audit of advertising campaigns;
- Development of an advertising strategy;
- Development, coordination and control of the implementation of the advertising budget;
- Development of analytical reports;
- Setting up and maintaining analytical systems: GA, GA4, Yandex Metrika (Goals, Segments, Audiences, Automatic reports, Custom reports);
- Setting up and maintaining Google Tag Manager (Variables, Triggers, Tags);
- Setting up and maintaining call tracking systems (Comagic, Calltouch);
- Deep analytics of advertising campaigns at Google.Analytics and Yandex.Metrika;
- Weekly reporting on the effectiveness of advertising campaigns, planning tasks for the next period;
- Conducting advertising campaigns in Yandex Direct and Google Ads;
- Daily optimization of advertising campaigns;
- Testing new types of advertising campaigns;
- Expansion and analysis of the semantic core;
- Increasing the amount of targeted visitors, conversions, traffic;
- Control and reduction of the cost of targeted actions;
- Constant search for new opportunities to improve the effectiveness of advertising campaigns,

- testing hypotheses, conducting A / B tests;
- Setting up an advertising automation systems;
- Recommendations for improving landing pages

March 2020 — till
now
3 years 3 months

Solid Media, LLC

solidmedia.ru/

Media, Marketing, Advertising, PR, Design, Production

- Marketing, Advertising, Designer, Event and PR Agencies

Team Lead Paid Search

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- Group management;
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- Setting up an advertising automation systems;
- Recommendations for improving landing pages

March 2018 —
March 2020
2 years 1 month

Media 108, LLC

[Media108.ru](https://media108.ru)

Media, Marketing, Advertising, PR, Design, Production

- Marketing, Advertising, Designer, Event and PR Agencies

Senior Paid Search Manager

- Development of an advertising strategy;
- Development, coordination and control of the implementation of the advertising budget;
- Development of analytical reports;
- Conducting advertising campaigns in Yandex Direct and Google Ads;
- Deep analytics of advertising campaigns at Google.Analytics and Yandex.Metrika;
- Increasing the amount of targeted visitors, conversion, traffic;
- Setting up and maintaining call tracking systems (Comagic, Calltouch);
- Keywords collection and advertisements creation;
- Working with current promotional campaigns;
- Creation and setup of new campaigns;
- Daily optimization of advertising campaigns;
- Control and reduction of cost per click;
- Setting up and maintaining retargeting advertising campaigns;
- Preparation of reports on the effectiveness of advertising campaigns;
- Expansion and analysis of the semantic core;

- Constant search for new opportunities to improve the effectiveness of advertising campaigns, testing hypotheses, conducting A / B tests;

November 2016 —
February 2018
1 year 4 months

IChance, LLC

www.ichance.ru

Senior Paid Search Manager

- Development of an advertising strategy;
- Development, coordination and control of the implementation of the advertising budget;
- Development of analytical reports;
- Conducting advertising campaigns in Yandex Direct and Google Ads;
- Deep analytics of advertising campaigns at Google.Analytics and Yandex.Metrika;
- Increasing the amount of targeted visitors, conversion, traffic;
- Setting up and maintaining call tracking systems (Comagic, Calltouch);
- Keywords collection and advertisements creation;
- Working with current promotional campaigns;
- Creation and setup of new campaigns;
- Daily optimization of advertising campaigns;
- Control and reduction of cost per click;
- Setting up and maintaining retargeting advertising campaigns;
- Preparation of reports on the effectiveness of advertising campaigns;
- Expansion and analysis of the semantic core;
- Constant search for new opportunities to improve the effectiveness of advertising campaigns, testing hypotheses, conducting A / B tests;

July 2015 —
October 2016
1 year 4 months

Best Novostroy, LLC

best-novostroy.ru

Construction, Real Estate, Architecture

- Agent Services in Real Estate

Digital Manager

- Development and implementation of marketing strategy;
- Budget management;
- Placement of advertising on media platforms;
- Advertising campaigns in Yandex Direct, Google Ads, Vkontakte, Facebook, Mail.ru;
- Web analytics in Google Analytics and Yandex Metrika systems;
- Interaction with SEO contractor;
- Documentation control;
- Participation in the development of a corporate portal, landing pages;
- Reports, evaluation of advertising campaigns;
- Increasing the effectiveness and control of advertising campaigns.

Education

Master

2015

Moscow Lomonosov State University, Moscow

Economics and Management, State and municipal administration

Professional development, courses

2017

Project Management

IChance, LLC

Tests, examinations

2023	Google Ads Display Google
2023	Google Ads Search Google
2023	Google Analytics IQ Google
2023	Yandex Direct Yandex
2023	Yandex Metrika Yandex
2023	Google Ads Shopping Google
2023	Google Ads Apps Google
2023	Google Ads Video Google

Key skills

Languages Russian — Native
 English — B2 — Upper Intermediate
 Ukrainian — C2 — Proficiency

Skills **Digital Marketing** **Google Ads** **Yandex Direct** **Google Analytics** **MS Office**
 Google Tag Manager **Yandex Metrika**

Further information

About me - Analytical skills and abilities;
 - Ability to work in multitasking mode;
 - Ability to work both in a team and independently;
 - Passionate, proactive, focused, detail-oriented, self-motivated, results-driven, able to manage multiple priorities and projects, curious in nature;