Andriienko Mark



MEDIA BUYER (FACEBOOK, TIKTOK)

18 квітня 2023 Місто: Київ

Готовий до відряджень: Львів, Дніпро, Вінниця

Вік: 30 років
Режим роботи: віддалена робота
Категорії: Реклама, маркетинг, PR

✔ Перебуваю в шлюбі ✔ Є діти

Увійдіть або зареєструйтеся на сайті як роботодавець, щоб бачити контактну інформацію.

Досвід роботи

Head of marketing

Alvi Prague (Manufacture and sale of cosmetology equipment), Київ
06.2015 – 03.2022 (6 років 8 місяців)

Обов'язки:

I worked on brand awareness and beauty-equipment sales in the B2B segment.

For all the time cooperation, I spent over $ 1,000,000 budget.

Focused on increasing brand awareness and getting qualified leads:

1. Develop and manage team members, including job delegation, work evaluation, and strict adherence to deadlines and budgets;

2. Create marketing strategy, implement new technology upgrades, analyse results and search for new channels for advertising

Освіта

Kremenchuk National University is named after Mikhail Ostrohradsky. (Кременчук)

Спеціальність: IIESU, Systems Engineering
повна вища, 01.2014 – 12.2019 (5 років 10 місяців)

Додаткова освіта

- Media Buyer Pro: Facebook | Targetorium (2021, 3 month)
- Media Buyer Pro: TikTok | Targetorium (2021, 3 month)
- Google Ads Display Certification (2022, 1 month)
- Google Ads Apps Certification (2022, 1 month)
- Google Ads Video Certification (2022, 1 month)
- Google Analytics Individual Qualification (2022, 1 month)
- Google Ads Search Certification (2022, 1 month)

Знання мов

Російська - Професійний (експерт), Українська - Професійний (експерт), Англійська - Середній

Додаткова інформація

Знання комп'ютера, програм: Managing Facebook advertising campaigns (4 years of experience) Google Analytics (4 years of experience) Managing TikTok advertising campaigns (1 year of experience)
Особисті якості, хобі, захоплення, навички: Do you want to increase the effectiveness of your advertising campaigns? If so, I'll be happy to help you! I am a certified digital marketing expert. Pay Per Click is my primary area of expertise (Google Ads, Facebook Ads, TikTok Ads). With more than four years of expertise in the area and working on various projects, I have prioritized providing my clients with the most satisfactory possible service. My PPC management technique is focused on increasing the quality of traffic generated by Facebook and Instagram ads. I'm the right fit for you if you don't know how to start creating successful campaigns. I have included the newest ad tactics that have raised the business's sales by four times. I set up over 200 ad campaigns across 15+ different verticals. I will do everything to make your marketing profitable and effective! What precisely are my services? 1) Analyzing your competitors 2) Creation of a marketing strategy 3) Campaign creation and administration 4) Audits of accounts 5) Development of professionally produced ad creatives 6) Optimization of landing pages 7) Configuration of attribution What exactly is included in a campaign? Campaign setup: campaign setup, pixel setting, attribute setup, keyword research, competitor research, creation of buyer personas, arrangement of retargeting, copywriting, ad creation, and creative strategy for a campaign Management of campaigns: reporting, A/B split testing and continuous optimization. Contact me, and we'll discuss your company's goals, challenges, and difficulties. I am confident that my considerable marketing experience will benefit your company.