

Пожидаєв Ярослав

JUNIOR PPC SPECIALIST

🔄 18 липня
2022

📍 Місто: [Київ](#)



Вік: 29 років

Режим роботи: повний робочий день, віддалена робота

Категорії: Реклама, маркетинг, PR

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Опис

Yaroslav Pozhydaiev

Junior PPC Specialist

SUMMARY

Junior PPC Specialist with experience in commercialized projects. I am fully aware of the launch and optimization of Google Ads and Facebook Ads campaigns. I have deep knowledge of marketing as well as a sales funnel, unit economics, and key marketing metrics.

CONTACTS DETAILS

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Kyiv

WORK EXPERIENCE

Junior PPC Specialist

English Planet Language School / 2021-2022

- GTM, Google Analytics, and Google Ads Account set up
- Google Search and Google Display campaigns launching and optimization
- Facebook Pixel and Events set up
- Facebook Ads Campaigns launching and optimization

Regional Sales Manager

VIK-HitLine / 2020-2022

- Building and maintenance of a client network
- Organization and implementation of sales logistics
- Unit economics project development

Junior PPC Specialist

VIK-HitLine / 2021-2022

- Google Tag Manager, Google Analytics, and Google Ads Account set up from scratch
- Google Search and Google Display campaigns launching and optimization

EDUCATION

Certificates:

Google Ads Display Certification / 2022-2023

Google Ads Search Certification / 2022-2023
Google Ads Video Certification / 2022-2023
Google Ads Apps Certification / 2022-2023
Shopping Ads Certification / 2022-2023
Google Ads - Measurement Certification / 2022-2023
Courses:
Targetorium / Media Buyer Pro / 2021
Median ads & School/ Facebook & Instagram 2.0. PRO / 2021
Professional College of SHEI "Pryazovskyi State Technical
University" Logistics management / 2012-2016 / Junior bachelor
State Higher Education Institution "Pryazovskyi State Technical
University" Logistics management / 2016-2019 / Bachelor degree

HARD SKILLS

- Google Ads
- Facebook ads
- GTM
- Google Analytics
- Project Management
- Marketing Metrics
- Google Ads Editor
- Serpstat

SOFT SKILLS

- Communication
- Teamwork
- Analytical mind
- High working capacity
- Good self-organization skills
- Attention to details
- Conflict management
- Ability to take responsibility

LANGUAGE SKILLS

- English – Basic
- Ukrainian - Native
- Russian - Native