Пожидаєв Ярослав



JUNIOR PPC SPECIALIST

18 липня 2022

Місто: Київ

Вік: 30 років

Режим роботи: повний робочий день, віддалена робота

Категорії: Реклама, маркетинг, PR

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

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