Tolokh Matvei

PROJECT MANAGER, WEB3 MARKETING MANAGER, 125 000 ГРН.

9 жовтня 2023 Місто: Київ

Вік: 27 років
Режим роботи: повний робочий день
Категорії: IT, WEB фахівці, Реклама, маркетинг, PR, Керівництво

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

Опис

Summary

Результаты-driven marketing leader with extensive experience in crypto projects, adept at applying strategical methodologies to blockchain technology. Proficient в nurturing communities, строительные partnerships, и analyzing engagement trends. Сильный фундамент в Agile методологии и универсального инструмента маркетинга и разработки программного обеспечения.
Languages: English, Russian, Polish.

Experience

- **Marketing Lead**

  PRMR.com

  Jan 2023 – Aug 2023 (8 mos)

  Key responsibilities: - Develop and execute strategic marketing initiatives to promote blockchain technology, products, and services. - Lead a dynamic marketing team, fostering collaboration and innovation in a fast-paced environment. - Create and implement comprehensive marketing strategies aligned with business objectives. - Define and communicate the company's unique value proposition in the blockchain space. - Oversee content creation and distribution, including whitepapers, articles, videos, and webinars. - Drive digital marketing campaigns (SEO, SEM, social media) to enhance brand visibility and generate leads. - Plan and manage participation in industry conferences and events to maximize brand exposure. - Cultivate and engage with the blockchain community through various online channels. - Develop relationships with media outlets and influencers to enhance company reputation. - Track and analyze marketing campaign performance, utilizing data-driven insights for strategy refinement. - Mentor and guide a team of marketing professionals, encouraging continuous learning and growth. - Ensure marketing activities comply with legal and ethical standards in the blockchain industry.

- **Partnership Executive**

  Ready4Player - We are Hiring!

  Jun 2022 – Jan 2023 (8 mos)

  Key responsibilities: - Identified and secured strategic partnerships to promote Web3 metaverse and associated games. - построение и юридические партнерские отношения, coordinating co-marketing campaigns. - Tracked partnership success через key performance indicators and analytics. - Collaborated cross-functionally to align partnership goals with overall business strategy. - Управленческие contractual agreements and ensured compliance with partner obligations.

- **Web3 Product Marketing Manager - Blockchain/NFT**

  Freelance

  Jan 2021 – Jul 2022 (1 yr 7 mos)

Key responsibilities: - Разработанные и производимые маркетинговые стратегии для blockchain и NFT products. - Leveraged Web3 expertise для увеличения продукции visibility and adoption. - созданные go-to-market планы и позиционированные продукты на рынке. - Managed cross-promotion collaborations and partnerships. - Coordinated with product teams для успешного производства товаров.

- **Project Manager**

  ICOGuru

  Feb 2019 – Aug 2020 (1 yr 7 mos)

  Key responsibilities: - Led ICO проект analysis, planning, and marketing strategies. - managed investor relations and promoted projects effectively. - Collaborated with cross-functional teams для ICO launches. - отсроченная установка compliance and tracked project performance.

Key Responsibilities:

· Support for company's team and clients on web analytics issues (dealing with metrics); · Basic

configuration of tracking (Google Tag Manager, Google Analytics, Yandex.Metrika); · Post-click analysis

of ad campaigns;

· Preparation of analytical reports;

· Развитие различных подходов к report automation. · Provide ongoing statistical support across

the department;

· manage and update databases;

· Подробно и нынешних clear reports для поддержки этих analyses and solutions;

· Tracking effectiveness of all communication channels,

· Analysis of the effectiveness of engagement channels (cpc, cpa, organic, smm, direct, mail,

calltracking);

· поиск и работа с CPA Networks (locals and WW)

• running CPM/CPA/CPC campaigns в Google Ads, Facebook Ads.