



Grigorishin Oleg

Male, 34 years, born on 8 December 1987

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Desired position and salary

Digital Marketing and Product Manager

Work experience — 11 years 7 months

October 2017 —

U-PLAST Bel

Belarus, u-plast.by

4 years 6 months

FMCG (non-edible)

- Prefabricated Structures for Repair and Construction Work (Assembly, Maintenance, Repair)
- Prefabricated Structures for Repair and Construction Work (Promotion, Wholesale)

Digital Marketing and Product manager

Key Achievements:

- Personally increased the company's NET profit by 300% using digital marketing channels;
- In 2021 U-Plast entered the TOP 2 vinyl siding distributors in Russia. The company was advertised only on the Internet. All advertising campaigns were launched and led by me.
- During my work 5 special projects have been done. Total project's audience exceeds 2 million people.
- In 2019, U-Plast became the general partner of the "Repair Academy" TV project. I personally prepared and produced 42 videos. 12 of them were broadcast on BT1 TV channel.
- ROI from my advertising complains (Google AdWords, Facebook, LinkedIn) exceeds 240%.
- I personally project manage a new company website (design and prototyping, development, testing etc.);

Key Responsibilities:

- Development of the internet strategy;
- Maintenance marketing and PR budget;
- Lead generation (sales) for the company's e-commerce online store;
- Measurement and optimization of online marketing complains;
- Team Lead (4 people);
- TV project management (BT1 TV channel) (ad placement, PR campaign);
- Launch new products (collections) that meet and exceed business objectives;
- Product positioning which articulates the value proposition;

Operational marketing:

- Managing marketing campaigns (SMM, Email, PPC) and targeting to efficiently use allocated

resources;

- Configuration and managing social media ads (Facebook), search/retargeting ads (Google/Facebook) and run ads campaigns on various product-centric platforms;
- Creation and testing marketing hypothesis;
- Supervision designers and copywriters in order to produce and spread relevant high-quality content over media channels (social media, ads, Emails, Landing Pages);
- Managing outsource developers team to improve web sites performance and conversion rate;
- Driving leads by reaching popular community members and work with influencers;
- SEO optimization;
- Loyalty programs development;
- Event Marketing;

January 2017 —
October 2017
10 months

Altcoin Club

Moscow, cryptonisation.ru

Financial Sector

- Financial and Credit Brokering (Stock Exchange, Brokerage Activity, Card Issuing and Servicing, Risk Assessment, Currency Exchange Points, Crediting Agencies, Cash Collectors, Pawnshop, Payment Systems)

Digital Marketing and Product manager

Key Achievements:

- Using a mix of online and offline marketing activities I attracted more than \$ 2,000,000 in project;
- I made the content marketing project from SEO, which became a key channel for leads generation.

Key Responsibilities:

- Development, execution, measurement and optimization of marketing strategy;
- Full control under all digital marketing activates: SEO, content marketing, contextual ad, targeted advertising, email marketing;
- Website content management;
- Designers, developers and copywriters supervision ;
- A/B testing;
- CPA, ROI, CR optimization;
- New marketing channels searching and implementation;
- Customer decision journey optimization;
- Customer centric campaigns launch;
- Analytics (Google Analytics, Facebook ads, LinkedIn ads);

February 2016 —
January 2017
1 year

Design CEH

Russia, designceh.ru

IT, System Integration, Internet

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

Marketing and advertising manager

Key Achievements:

- Increased clients profit up to 20% in average;
- Increased market share of the agency on local market;

Key Responsibilities:

- Development and implementation of brand marketing strategies for agency clients;
- Budget management, ROI control and optimization;
- Print and online advertising campaigns in federal and local media;
- Deep analytics (Google analytics, Facebook, LinkedIn);
- Managing INBOUND and OUTBOUND SEO to stay on top positions;
- Execution of PPC advertising campaigns;
- Driving email campaigns;

July 2015 —
February 2016
8 months

- Execution of social media campaigns;
- PR management ensuring a constant brand presence in target media (more than 100 PR articles);

Magic Group

Russia, magicgr.ru/

Media, Marketing, Advertising, PR, Design, Production

- Marketing, Advertising, Designer, Event and PR Agencies

Digital Marketing manager

Key Achievements:

- My PR articles brought more than \$500,000 funding;

Key Responsibilities:

- 5 websites management and promotion using PR and CPC campaigns (Google Ads, Facebook ads, Instagram)
- Planning and implementation of the marketing and PR budget;
- Communication with key clients;
- Development, execution, management and optimization of PR media campaigns (Federal Websites, Facebook and Vkontakte popular groups, collaboration with trend setters on Instagram and YouTube);
- Mobile advertising;
- Preparation and distribution of PR releases;
- Social Media Management;
- Special projects with media;
- Event management - conferences;
- Event-marketing;

December 2013
— July 2015
1 year 8 months

WapStart

Russia, www.wapstart.ru

IT, System Integration, Internet

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

Marketing and PR specialist

Key Achievements:

- More than 300 publications in federal and local media have changed the vector of mobile advertising perception and gained leads for WapStart;

Key Responsibilities:

- Development, execution, management and optimization of ad campaigns in Google AdWords and Yandex Direct;
- Development, execution, management and optimization in social media (Facebook);
- Social Media Management;
- Special projects with media;
- POS materials development for conferences, exhibitions, events;
- Event Management;
- Deep analytics;

January 2013 —
December 2013
1 year

Rocket Internet

Russia, www.foodpanda.ru/

IT, System Integration, Internet

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

SMM manager

Key Achievements:

- I increased the brand audience in social media (Vkontakte, Instagram, Facebook) from zero to over 120.000 active subscribers;

Key Responsibilities:

- Development, execution, management and optimization of social media marketing campaigns;
- Retargeting campaigns;
- Development and execution of customer centric marketing promo complains (product placement in popular social media accounts);
- Management of giveaways and contests (cross promo marketing campaigns);
- Feedback analytics;

September 2012
— January 2013
5 months

ZeppelinPro

Russia, www.zeppelinpro.com

Media, Marketing, Advertising, PR, Design, Production

- Marketing, Advertising, Designer, Event and PR Agencies

Marketing and Event manager

Key Achievements:

- I was part of a team that made and promoted the "Freedom Music Festival" event in 6 regions in Russia. The event was attended by more than 1.2 million people;

Key Responsibilities:

- Development of creative event concepts;
- Negotiations with contractors;
- Event Administration;
- Logistics;
- Media coverage management;
- Preparation and distribution of PR releases;

July 2010 — June
2012
2 years

"Synthesis Plus" Company

Belarus, www.sintezplus.com/

Marketing specialist

Key Responsibilities

- Development, execution, management and optimization of digital marketing campaigns (Google ads, Facebook ads);
- Marketing planning;
- Management of marketing research projects;
- Control of advertising and PR agencies;
- Cross promotion management;

Education

Master

2012

Girne American University

Faculty of Social science, Public relation manager (PR)

2010

Belarusian State University, Minsk

Law, Political Science

Professional development, courses

Интернет-маркетинг

Нетология, Интернет-маркетолог: от новичка до профи

Key skills

Languages

Russian — Native
English — C1 — Advanced
Turkish — A2 — Elementary

Skills

11+ years of B2B and B2C inbound and outbound marketing experience;
Experience using CMS platforms and marketing automation solutions;
Experience building, launching and reporting on campaigns;
The ability to multitask, prioritize and manage many projects simultaneously;
Advanced knowledge of SEO, Email marketing, inbound/content marketing, website management, PPC, RTB and marketing concepts.

Driving experience

Own car

Driver's license category B, C, E, BE, CE

Further information

Recommendations **Яндекс**
Герман Царев (Руководитель сервисов Яндекс.Крипта и Яндекс.Аудитории)

Нетология Групп
Александр Зыль (Продакт менеджер)

CUPONATION
Сергей Студенников (Head of Savings)

Wapstart
Михаил Евдокимов (Руководитель отдела по работе с клиентами)

Синтез Плюс
Владимир Забелин (Директор)

Каути Eurasia East
Sam Kopelman (Regional Head)

About me

Expert in marketing!
Experience in Internet marketing - entire life!
Verified partner of "Actionpay" CPA Network.
I work with popular (GA, Y metrics, etc.) services and special prof. software (Ahrefs, SEO PowerSuite, Alytics, etc.)
Own content project for the USA market for Amazon affiliate program
Languages: English, Turkish, Russian