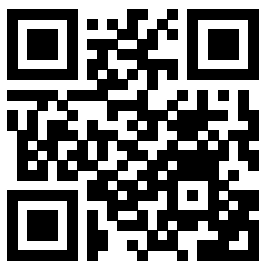
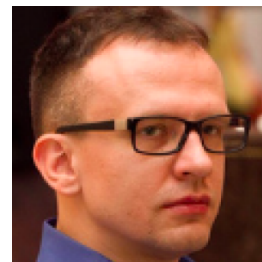


Алексей Степанов — Digital Marketing, интернет-маркетолог



⬆ Intern
📍 Италия
💰 1 000 € (евро/мес)
📅 Полная занятость
☁ Удаленная работа
✉ Контакт: geeklink.io/cv-126172



Навыки

AI tools, Data Analysis, Google Analytics, Meta Ads Google Ads, Paid Acquisition, Pinterest Ads Shopify E-commerce, Retargeting Creative Testing, ROAS Optimization Data Driven Decisions, TikTok Ads.

Опыт работы

• Интернет-магазин

2023 - Собственник, интернет-маркетолог

Полное сопровождение всех видов интернет-рекламы

• Saraconti.it

2024 - Digital Marketing Manager

Led the development and execution of comprehensive digital marketing campaigns across Meta, Pinterest and TikTok, increasing sales by 129% within 2 months.

- Implemented advanced targeting and retargeting strategies that reduced CPA by 18%, while increasing conversion rates by 14%.
- Conducted A/B testing on over 87 ad creatives, identifying top performers that led to a 25% increase in engagement.
- Analyzed campaign data to provide actionable insights, leading to a strategic pivot that captured a new user segment and contributed to a 28% improvement in ROAS

Образование

• Врач. Переводчик с английского языка

РУДН
1994-2003

- Movimento Freecom: e-commerce e marketing digitale
- DDM: e-commerce e marketing digitale
- Università BOLD Ecom: e-commerce e marketing digitale

Обо мне

Motivated Digital Marketing Manager with over 11 years of experience in driving user acquisition and growth through data driven decisions and strategic paid campaigns. Achieved 350% revenue increase in 2 years with target ROAS. Expert in data driven strategies, creative creation/optimization to achieve business objectives.