

RESUME

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Objective: Get a job Web-analyst(Web Analytics) Remote

Education:	Kharkiv National University of Economics Simon Kuznets 2009-2013: Bachelor degree, of enterprise economics. 2013-2015: Master's degree, of enterprise economics.
Work experience:	Web Analyst August 2018 – February 2019 <ul style="list-style-type: none">- prepare reports for analysis website traffic;- create custom reports;- analysis traffic(Google Ads, FB, other source traffic);- set up Google Analytics, GTM, Yandex Metrika;- setting goals, eCommerce, Enhanced eCommerce. November 2017 - August 2018: Web Analyst - Webmate <ul style="list-style-type: none">- set up Google Analytics, Yandex Metrika and GTM(other analytics system);- setting goals;- setting E-commerce;- setting Enhanced E-commerce;- Analysis Ads Campaigns;- Analysis traffic to website;- create custom reports. August 2017 – October 2017 PPC / Web Analyst - Optimozg <ul style="list-style-type: none">- Collection of semantics;- Campaign setup(Search, Shopping, Display, Remarketing);- Work with social networks (Facebook);- Analysis of ads campaign results (Using Google Analytics);- Calculation of KPI(ROI, ROMI, CPO, CPL, CR);- Adjusted of an advertising campaign. July 2016 - present time: Work Remote PPC / Web Analyst <ul style="list-style-type: none">- Collection of semantics;- Campaign setting (Search, Display, Remarketing / Retargeting);- work with social networks (Facebook, VK);- work with parsers for social networks;- analysis of ads campaign result (using Google Analytics, Yandex.Metrik);- calculation of KPI(ROI, ROMI, CPO, CPL, CR);- Adjusted of an advertising campaign. April 2016 - June 2016: Computer Academy Position: PPC Manage <ul style="list-style-type: none">- Collection of semantics;- Campaign setting (Search, Display, Remarketing / Retargeting);

	<ul style="list-style-type: none"> - work with social networks (Facebook, VK); - work with parsers for social networks; - analysis of ads campaign result (using Google Analytics, Yandex.Metrik); - Adjusted of an advertising campaign. <p>May 2015-April 2016: Winmarketing Company Position: Analyst</p> <ul style="list-style-type: none"> - analysis of ads campaigns results; - Setting goals (Tag Manager, Google Analytics, Yandex.Metrik, other analytics system); - development of a recommendation for improving campaigns; - Conducting trainings on GA. <p>May 2015 – april 2016: Winmarketing Company Position: PPC Manager (Senior Officer)</p> <ul style="list-style-type: none"> - Collection of semantics (from 100 words to 5000); - Campaign setting (Search, Display, Remarketing / Retargeting); - analysis of ads campaign results (using Google Analytics, Yandex.Metrik); - Setting goals (Tag Manager, Google Analytics, Yandex.Metrik); - Adjusted of an advertising campaign; - Conducting a master class on PPC advertising and GA. <p>2013 October-December: Upsale Position: Media planner</p> <ul style="list-style-type: none"> - creation of media plans: PPC, SEO, SMM, Display, CPM advertising. - keywords selection for the advertising company (Yandex.Direct, Google.Adwords).
Additional education:	<p>2017: Andrey Osipov Google Analytics 2015: Google Adwords (basics) 2014: School of Internet Marketing "I-Marketing School"</p> <ul style="list-style-type: none"> - Content marketing - writing texts for users. - E-mail Marketing; - Promotion in social networks (SMM); - Web-analytics; - Search Engine Optimization (SEO); - PPC advertising.
Skills:	<p>Microsoft Office, Google Docs. I am free to work with CMS platforms: WordPress, Shopify, Joomla, Opencart, Prestashop, Drupal. Basics of HTML, CSS, Javascript, PHP, SQL, VBA. Work with Google.Analytics. Work with Google Tag Manager Work with Google.Adwords. Google Analytic Query Explorer Google Bigquery. Google Analytics Solutions Data Studio Using Ads Help and Google Analytics.</p>
Languages:	English – Intermediate, Ukraine - native Russian – native.
Personal qualities:	Purposeful, initiative, diligent, inquisitive, working for the result.
Hobby:	Reading professional blogs. Communicate with peoples. Read books (fantasy, adventure).