Vadim Makarenko

Digital Marketing manager, CMO
From Mariupol, now safe
Telegram: https://t.me/r2d2tututu
Mail: fragmoviestandofff@gmail.com

About me:

- I was a marketing manager and analytic at Web3 games @Farcana
- I was a marketing manager at a Blockchain startup @milestoneBased
- Was a marketing manager at a metaverse @AsylumPlatform
- Engaged in arbitration in Gambling and Nutrition
- Launched ad campaigns for T1, T2, T3
- The most daily budget was 18000$ (Facebook and TikTok) and 1300$ (Google Ads).
- The best ROI - is 4660%.
- Interested in web3, GYM, music

Soft skill:

- I understand what blockchain tech and how work marketing there.
- My specialization is in promoting products, IT Brands and Blockchain.
- I understand the latest trends in IT marketing.
- I don't burn out, because for 6 years of experience in marketing I have already learned to avoid it.
- Love analytics and especially pixels,SDK, Api conversions and Google analytics
- I was promoting more than 45 businesses and strengthening the company's brand.
- I am powerlifter and I know how to lift hard weight task

Skills:

Google Ads, FB ads. TikTok ads,VK, Unity ads, HTML, CSS.JavaScript, Figma, SimilarWeb, (English B2 responsibility, ability quickly) Microsoft office, Facebook Business Manager (targeting, dynamic ads, retargeting, API conversion) mobile applications, trackers, TDS, postbacks, Google Analytics, Google Data Studio, Google Tag Manager, Google Merchant Centre, Twitter ads, Reddit ads.

Experience:

Promoted IT Brands:

https://milestonebased.com/
https://asylum.space/
https://www.1991.center/design-battle
http://cryptelligent.ru/
https://gerchcourses.com/

Work with SaaS products:

https://vedstar.com/
https://www.kisa-eva.online/

Work with FinTech:

https://gzpinvest.com/

More information about the experience:

PPC Manager, Digital Marketing Manager, Traffic buyer, CMO

Individual Proprietor ''Makarenko'' 2018 - present

Made:
- Launch the product from a scratch
- Created a marketing strategy and successfully implemented it with the team he created
- SEO- optimisation including link-building campaign
- Creating and implementing a marketing strategy
- Add extensions to make ads more visible and attractive for users;
- Targeting, interaction with Facebook and Google support
- The layout of sites on Tilda, WordPress
- Launching the start-ups
- Analyse the target audience and choose the appropriate targeting;
- Select keywords and negative keywords carefully to make ads highly relevant

Project:

https://milestonebased.com/
https://asylum.space/
https://siamgardens.es/
https://www.1991.center/design-battle
https://nedvizhkanewru.getcourse.ru/
https://kuznetsov-education.site/
https://www.gosvitlo.org.ua/archives/category/e-trade-shid
https://www.instagram.com/showroom_select
https://vedstar.com/
https://akarestaurant.com/
https://rays-barbershop.com/
http://excon-rus.ru/
https://www.instagram.com/detinakuhne

http://www.mrbar.com.ua/
https://doscripa.com.ua/
https://iceterra.biz/
https://www.instagram.com/liaa.brand
https://gzpinvest.com/
https://www.kisa-eva.online/
https://gastronomika.rest/
http://www.mrbar.com.ua/
https://academylaika.ru/general3
https://www.dogwinner.com/shamanovawebdressirovkapromo
https://www.instagram.com/enjoyhome.education/
http://man-nutrition.online/
https://resinart-levi.c