



NAME / LINKEDIN:
DMYTRO HOLOVCHENKO

CONTACT INFORMATION:

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OBJECTIVE:

Experienced and proficient Web 3.0 strategist and product manager with a substantial background at PRMR agency. Eager to implement novel ideas and concepts in the realm of Web 3.0, contributing to the triumphant advancement of products.

EXPERIENCE:

Managed a team of 20+ experts
Optimized the production process
Integrated interaction services and ensured quality control
Designed the broadcasting schedule and developed a new format

Strategist, RAPTOM agency

Developed and executed advertising campaigns and events for clients, including YBC, Binance, and H&D
Analyzed the current state of campaigns and products/services
Conducted quantitative and qualitative research to identify consumer pain points
Shaped the ton of voice and concepts for ongoing campaigns

Content Service, fifteenseconds

Created, analyzed, and launched advertising creatives
Optimized targeted advertising campaigns on platforms such as Facebook and Instagram
Utilized VAS (visual attention software) for analyzing the perception of advertising content

PRMR Agency, Projects under Udyansky (QMall)

Strategic marketing and project management
Led the advertising campaign for RTF during Usyk's fight in Wrocław and other agency projects, including QMall, Lecksis, KAIF, and more

EDUCATION:

KNUCA

SKILLS:

Strategic thinking in Web 3.0

Product management from concept to implementation

Analysis of trends and market situations

Communication and collaboration with clients and developers

Problem-solving and decision-making

LANGUAGES:

Ukrainian (native)

Russian (fluent)

English (fluent)

ADDITIONAL INFORMATION:

Work experience at PRMR agency on Web 3.0 projects and product management

Deep understanding and strong interest in the latest technologies and innovations in the Web 3.0 sphere

Ability to analyze and make strategic decisions to achieve product success

