



Danila Vodovatov

26 years old, Russian citizen

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SUMMARY

Experienced in DeFi research and performance marketing. Skilled in web3 software development and smart contract audit. I am eager to join a passionate team and grow together in the field of cryptonomics.

SKILLS

- Digital Marketing - advanced
- DeFi researcher - medium
- Solidity+Python, Javascript+React - beginner
- PP presentation design – medium
- Working in a team, positive mindset, persistence
- Crypto-native self driven learner
- Entrepreneur and thrive in less structured environments

EDUCATION

Moscow State University, 2014-2018

Bachelor of Economics

Main courses: mathematical methods of economic analysis, math statistics, micro- and macroeconomics, corporate finance.

Moscow State University, 2018-2020

Master of Management

Main courses: strategic management, project analysis, entrepreneurship marketing, business development.

ACHIEVEMENTS

[Smart Contract Audit CTF](#) | [Statemind](#) | 2023

[Web3 developer bootcamp](#) | [Guide DAO](#) | 2023

[Google Analytics](#) | [Google](#) | 2021

[Corporate accounting IFRS](#) | [MSU](#) | 2017

PROJECTS

Excel admin, 2023-current

Prepare database of 150k HR employees in Russia.
Read more [here](#).

DeFi researcher, 2021-current

Conduct market research to develop yield benchmarks and effective strategies, such as providing liquidity on AMMs, farming interest rates on lending markets and collateralization to borrow strategic assets. Prepare articles in telegram group.
Read more [here](#).

WORK EXPERIENCE

Performance Marketing in crypto, [Upflow Agency](#)

10/2022 - 01/2023

- PPC in Google (web) for crypto projects - betting;
- Cloaking development - manage account blocking risks and prepare appeal;
- Manual keyword optimisation.

Purchase Specialist, [Rosneft](#)

12/2020-10/2022

- Purchasing processes of the Pipe Products for demand of 50 Customers;
- Consolidate the product's plan, develop essential tender conditions, prepare the tender documents during all stages;
- As a part of project team participated in signing 7 bln doll contract with strategy supplier;
- Developing Pipes Category Strategy for 2023-2025 years

Performance Marketing Manager, [Mail.ru Group](#)

07/2020-12/2020

- Organised purchasing processes of digital traffic from Google, Yandex, Apple Search Ads for Mail.ru projects (app and web) in several markets - taxi, pharmacy, dating app, gaming - with total AUM 150k usd;
- Provided quantitative analysis of performance campaign, optimize execution and bids for campaign;
- Made weekly overview of best practices and new technology in digital media industry, including monetization, new asset presentation, SDK improvement for in-app analytics;
- Collaborated with other teams, including product, design and analytics, to improve performance and efficiency.

Business Development leadership program, [Yandex](#)

08/2019-02/2020

- As part of a 6-month leadership program, I was responsible for managing small and medium-sized clients for Yandex.Direct's advertising campaign, achieving sales KPIs exceeding 130% while managing over 90 clients;
- Led a new project aimed at improving the onboarding process for call center operators, which was implemented for a group of over 200 operators;
- Participated in team meetings within the Commercial Department, where we discussed their workflow and identified areas for improvement

Business Development, [Zigmund&Shtain](#)

08/2018-05/2019

- Successfully attracted new clients, established valuable contacts, and formulated compelling commercial proposals (50 clients in Central and Siberian Districts);
- Monitored shipment and payment control for existing clients utilizing 1C Enterprise;