



Hi! My name is Savva Mikhailowsky

My set of skills together
with the versatile
experience made me
productive marketing
analyst and creative PM.
Let my cases speak for me!

Here come my skills

Hard:

- Canva, Photoshop, iMovie, Figma, Tilda
- **Notion**, Slack, OBS, Ableton
- Google Workspace, MS Office
- SPSS, **Python** (jun.)
- Trello, Miro
- amoCRM, GetCourse, Timepad, Google Ads + Analytics
- Fluent English, German B2

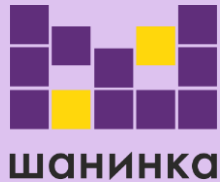
Soft:

- Rich experience in analytical researches
- Excellent skill of team management (up to 12 employees)
- Broad knowledge in narrow niche (Crypto, DeFi, NFT)
- Captivating charisma – I can make your client choose you
- Gentle management
- **Work in Blockchain since 2018**

Education



+



**Modern Sociological Theory, UK
(2018-2022)**

+



**Marketing-Management, Moscow
(2022-2024)**

Selected cases in crypto and in NFT



10101 The Gallery

Specificity of the project

- Game-changing international f-NFT gallery
- Such names as Banksy, Kandinsky, Picasso
- Located in Dubai
- Exclusive model of legal ownership

10101.art





10101 The Gallery

What have I done?

- Marketing pre-analysis
- Selection of art (determination of demand based on G.trends and cross-check of advisors)
- Number of qualitative researches
- Supervision of webpage development (managed designer and front-end)
- Launch of the Gallery in the role of analyst!

Proof





Raiders (GameFi)

What have I done?

- SWOT + competitive analysis
- Research of GameFi market
- Quantitative surveys and interviews in community
- Supervision of webpage development (advice on branding-style selection)
- Development of creative and successful marketing funnel



<https://raiders.game/>



EVERscale token

Specificity of the project

everscale.network/

- Scalable token
- Suitable for highly loaded projects (gameFi, NFT)
- Faster than most of usual systems



EVERscale token

What have I done

- Promotion on local market (South Korea)
- The research of Korean crypto-influencers
- Communication with bloggers
- Evaluation of conversion

Selected results



[풀버전] 10년 후 100배 오를 암호화폐
245 тыс. просмотров · 4 месяца назад

카이로스북클럽kairosbookclub
암호화폐, 블록체인, 메타버스 등 개념이 어렵고 투자가 쉽
투자에 성공하는 비법 | 비트코인이 가치를 가



리플&BTC 속보!!) 루나 사태 공격 범인
걸린다?, 점점 고조 되어가는 시장 상황.
7,2 тыс. просмотров · 1 месяц назад

덕터비트맨
안녕하십니까 덕터비트맨입니다. 영상이 도움이 되셨다면 구



[뉴스토리] 당신은 암호
378 тыс. просмотров · Тра

SBS 뉴스
'테라·루나' 사태로 암호화폐 시장



TMRW Gallery x VK (baking now)

Specificity of the project

vk.com

- Giant corporation implements NFT products
- Brand new approach to client segmentation (literally 2 different types of audience)
- First social media preparing to spread NFT (while meta only announced their story)



TMRW Gallery x VK (baking now)

What have I done

- Analysis of the marketplaces
- Management of collaboration
- Development of the market strategy and mechanic of sales
- Research of promotion channels (in 3 different networks) with total coverage about 30 million users
- Helped my team to win a fat tender (70% of data was found and researched by myself)

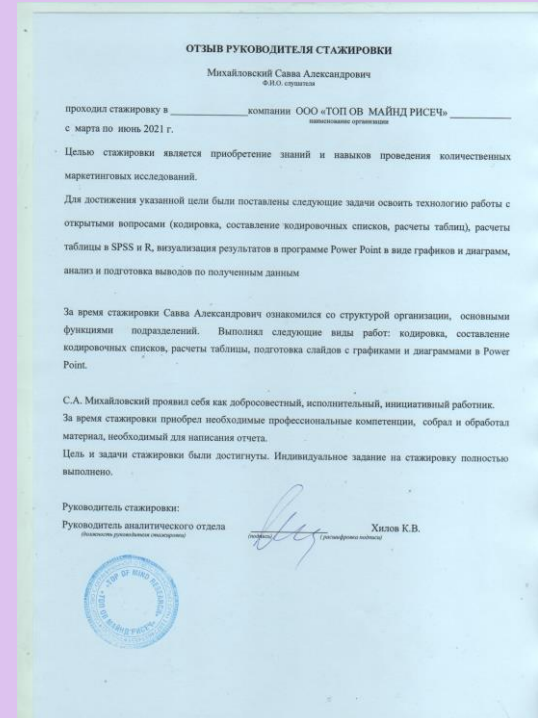


Selected cases in marketing and SMM

What have I done

- Quantitative research of pharmacological market
- Determination of approach to promotion of meds (in profile networks)
- Communication with medical influencers
- Implementation of approaches to base-sorting automation

Proof



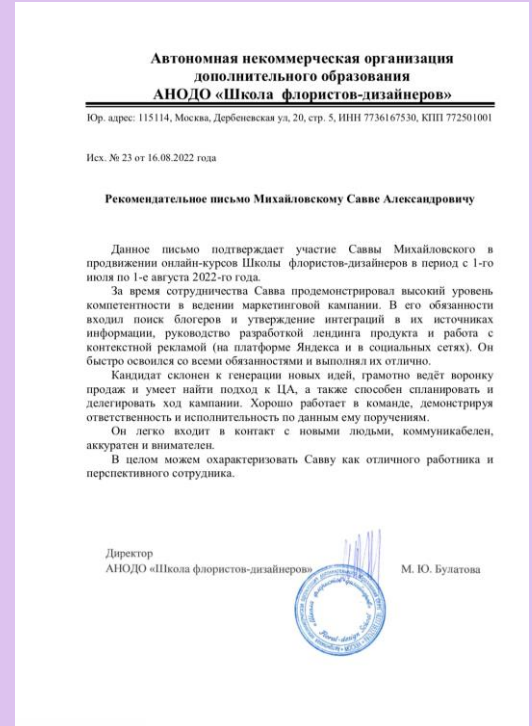


Nicole school

What have I done

- Analysis of school's market position and competitors' identification
- Total rebranding (website, logo, slogan, positioning)
- Increased sales of online direction up to 40 clients (there were only 2)
- Developed effective conversion funnel

Proof



<https://art-nicole.com/online-school>

Instead of conclusion

The world today is facing the crisis point. However, new conditions of the market also open up prospects for innovative projects refreshing the industry!

My experience of analytics, production and branding will help your business whatever you're going to do: to launch a new product or to upgrade the old one.

Interested in other cases or wish to know my background? Just contact me and ask any questions you wish. Remember: history of the Blockchain is written today – take a chance to be imprinted on the pages.

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