

PROFESSIONAL SUMMARY

Experienced (16 years+) digital marketing professional - started as an account manager in local digital advertising agency and within 4 years grew to the ranks of Managing Director within a subsidiary of an international advertising holding ADV group.

10 years+ of experience in Programmatic advertising, helped to successfully launch four start-ups. I'm a well-organized and results-driven professional with successful KPI achievement track record and a natural leader with exceptional customer relations, management and organisational skills.

WORK HISTORY

Martech product owner 03/2021 to Current

Adpartner – Kyiv, Ukraine

Adpartner – leading adnetwork in Ukraine, which operate more then 1500 websites as an SSP, and has strong partnership with leading digital clients on the other hand

- Defining the vision of product (SSP, DSP, DMP)
- Managing the product backlog.
- Building product strategy via OKR planning.
- Conducting presentations, trainings, online webinars.

Achievements: successful launch of DSP platform based on own DMP, clients budget grow up to 150K € per month

Media Team Lead, 02/2019 to 03/21

Razom Communications – Kyiv, Ukraine

Razom Communications – British - Ukrainian communication group, consist of creative agency FCB Kyiv, and media agencies such as Initiative, Havas Media, Universal MacCann.

- Collaborated with sales and marketing leaders to devise public relations campaigns and coordinate with advertising.
- Launch SAAS brand solutions Razom trade desk.
- Conducting presentations, trainings, online webinars.
- Building second party data for own DMP.

Achievements: Build strategical partnership with international brands (British American Tobacco, OTP bank, Unilever, Teva, LVMH, LOT etc) ad revenue +200%

Digital Product Owner, 03/2016 to 02/2019

Everad Group – Kyiv, Ukraine

Everad Group - Everad is a global direct advertiser and CPA network in Nutra vertical. Cover markets of the CIS, Europe, Asia and Central Africa.

- Developed operational and administrative procedures to enable successful R&D operations.
- Planned research activities to develop new processes, products, and applications.
- Focused on building critical features up front in order to identify constraints and technical challenges.
- Coordinated with software developers to create custom applications and trackers to achieve client goals.

Achievements: create new ad channel for monetization company products, increase CPA (+100%)

CONTACT

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SKILLS

- Digital marketing strategy creating
 - Product launches
 - Management of AD.budgets ~ up to 450k €/month
 - End-to-end analytics implementation
 - Goal planning
 - Networking and relationship building
 - Product roadmap planning
 - Market Analysis
 - Header Bidding, RTB, SSP, DSP
 - CRM implementing
 - Digital Marketing Audit
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Chief Commercial Officer, 01/2015 to 02/2016

Clickganic - Kyiv, Ukraine

Clickganic – adnetwork based on open RTB protocol. Main markets CIS, Asia, EU

- Cooperation with industry leaders (Bidswitch, Google, Appnexus, Criteo, Smarty Ads) etc.
- Financial control of projects rentability.
- Customized promotional strategies to meet needs of different clients, products, and services.
- Coordinated administrative support for front-line sales teams.

Achievements: Build new type of adnetwork in CIS region in a profit up 60K € in 3 months

Managing Director, 02/2010 to 01/2015

Advert.ua - Kyiv, Ukraine

Advert.ua – ^{digital} agency part of advertising holding ADV Group. Main agency clients where:

Unilever, SunInbev, Raiffeisen bank, LVMH etc.

- Interpreted underlying risks, business needs, client requirements and cost structures to increase forecasting accuracy.
- Strengthened P&L management to achieve accurate budget forecasting.
- Defined and executed business development strategies, maximising revenue opportunities for guaranteed year-on-year growth.

Achievements: agency grows +30% in people, +100% in client's budgets

Lead Customer Service Executive, 09/2008 to 02/2010

Mediaeffect - Kyiv, Ukraine

Mediaeffect – digital agency. Operate with more than 30 local clients, more than 10

international clients

- Advised management of customer service trends, creating proactive strategies to maintain best practices.
- Performed in-depth product research to answer and resolve complex customer questions.
- Coordinated placements for digital ads, social media, search advertisements.
- Monitored consumer trends and accurately interpreted meaning to predict future changes

Achievements: introduced innovative way of media planning and media buying for market

EDUCATION

NVQ Level 1, economics, 06/2005

Ukrainian Academy of Foreign Trade - Kyiv, Ukraine

HOBBIES

Football, Chess, Video games, Table tennis, Skiing, Reading fiction and scientific literature, Cooking, Fishing, Sport, Gardening, Hiking