

## Vitalii Posokhov

Hamburg, Germany (originally from Ukraine, Kharkiv)

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Date of birth: 2 April, 1990



### Summary

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I have 10 years of experience in online marketing with a professional knowledge of the Google Ads and Google Analytics. I'm a founder of the digital marketing agency ROI Ninjas. I've managed budgets up to \$150k per month and generated tens of thousands of quality leads for clients in recent years through Paid Media.

### Professional experience

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#### 1. PPC Specialist/CEO of ROI Ninjas

November 2016 – Now

[www.roininjas.com](http://www.roininjas.com), [www.roininjas.com.ua](http://www.roininjas.com.ua)

Ukraine, Kharkov

- Analysis of competition, identifying their strengths and weaknesses
- Research of competitors' websites and landing pages
- Campaign planning and budget allocation for advertising channels
- Budget forecasting
- Campaigns creation on Google, Facebook, Instagram
- Youtube campaigns creation and set up
- Setting up Google Analytics, Pixel and conversion tracking
- Creating, setting up and connecting Google Merchant Center
- Feed optimization and working with the structure of advertising campaigns Google Shopping/Performance Max campaigns
- Keyword and negative keyword research for campaigns
- Audiences research on Facebook and Google Display Network
- Campaign optimization and KPI monitoring
- Keyword bid management
- Creating and writing ads for advertising campaigns
- Working with Excel tables
- Working with Google Ads Editor
- Call tracking set up
- Integration and configuration of CRM systems
- Working with Google Ads and Google Analytics reports
- Conducting A/B tests
- Conversion rate optimization
- Managing a team of 5 people
- Setting tasks and monitoring their implementation
- Communication with clients in chats and online conferences

#### 2. Google AdWords Specialist

February 2016 – February 2017

*Great Agent (USA, Texas, Austin)*

- Maintain benchmark performance of campaigns
- Create, manage and monitor campaigns (Search, Display, Remarketing) to maximize performance and conversion
- Research new keywords, work with negative keywords
- Ad copies creation and optimization
- Keyword Bid management

- Budget allocation and management
- Create weekly and monthly analytics reports

### 3. Marketing Director Assistant

November 2015 – August 2017

*USA Vein Clinics (USA)*

- Social Media Promotions - update content on Facebook, Google+.
- Email management - schedule the email distribution to the clients of the company (via InfusionSoft and MailChimp)
- Update provider listings on the 3rd party websites (doctor's websites)
- Google Adwords/Google Analytics reporting
- Research info to help open new branches (ridership by subways, bus stops closest to the office address)
- Research info about local TV/Radio/Newspapers media and conditions to promote the clinic
- Other administrative tasks

### Internet Marketer/SEO Specialist

September 2013 – December 2015

*Gr-Consulting*

- Getting sites higher in the search engine results
- Develop online strategies, and implement and monitor campaigns
- Technical SEO
- Keyword Research
- Google AdWords, Yandex.Direct, Facebook Ad management
- Reporting

### Skills

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- Professional Google Ads knowledge (Search, Display, Shopping, Performance Max, and Video campaigns)
- Professional Facebook Ads knowledge
- Extended Google Analytics & Google Tag Manager knowledge
- Experience working with TikTok Ads and LinkedIn Ads
- Strong analytical skills
- Experienced to develop digital marketing strategies and make forecasts
- Tools I've worked with are Google Keyword Planner, Google Ads Editor, Google Trends, Google Data Studio, Semrush, Spyfu, GoHighLevel, and tens of other marketing tools.
- Good knowledge of Google Spreadsheets and MS Excel
- CSS/HTML basic skills
- Conversion rate optimization skills
- Photoshop & Corel Draw basic skills

### Education

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Kharkiv National Polytechnical University

September 2007 – June 2012

- Faculty of Economics (Master's degree)

### Languages

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- English (professional working proficiency)
- Russian (native)
- Ukrainian (native)
- Deutsch (A1)
- Polish (A1)

### Certificates

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- Google AdWords Search ([link](#)) February 2017-due to February 2018