

VITALY STRUK

Digital Marketing Specialist

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SUMMARY

More than 6 years of experience in Advertising, Marketing, and Digital Marketing.

I started my career in Digital Marketing as an SEO-Specialist of e-commerce projects, from 2018 when I moved to one of the best advertising agencies in Ukraine - TMGU, as a PPC-Specialist, where I worked with companies such as Mercedes, Humana, Ducati, Kia etc.

Since 2010 Team Lead of PPC, SEO, and Display Ads in INTERTOP Ukraine - #1 Omnichannel Fashion Retailer in UA and KZ. And has worked with brands such as Armani Exchange, Clarks, Ecco, Emporio Armani, Geox, H&M, Marc O'Polo, Napapijri, Sketchers, Timberland, The North Face, Vans and Kiko Milano.

Since 2021 Head of Digital Marketing at Pandora, a world-famous jewelry brand.

In general, I can:

Working with digital marketing funnel; Building synergy between channels. They must always work together; Management of digital channels based on KPIs reaching; Work with teams, optimization for maximum effectivity.

EXPERIENCE

Head of Digital Marketing

Pandora

06/2021 - Present

Head of Digital Marketing position, responsible for all channels in Digital Marketing and team management.

- Developed and implemented digital marketing strategy focused on ROI-driven, main business aims, and KPIs approach.
- Managed paid digital marketing across Google Ads, Meta, SEO, CPA etc. aimed to enhance efficiency based on keeping ROI%

More about my duties - <https://www.vitalystruk.com/work-page/pandora.html>

Team Leader of Digital Marketing

INTERTOP UKRAINE

09/2020 - Present

Intertop Fashionshop - #1 Omnichannel Fashion Retailer in UA and KZ 200+ multi&monobrand stores and e-com...

- Worked with full-funnel on Digital Marketing, ROI oriented.

More about my duties - <https://www.vitalystruk.com/work-page/intertop-ukraine.html>

PPC Specialist

Target Media Group Ukraine

10/2018 - 04/2019

PPC Specialist role focusing on optimizing digital advertising campaigns.

- Setting up and maintaining advertising activity in Google Ads,
- Setting up and maintaining advertising activity in Facebook Ads,
- Analysis of advertisement campaigns and their adjustments to achieve the set goals, according to the planning,
- Obligatory reports creating,
- Planning - Daily, Weekly, Monthly, Quarterly, Year. Monthly miss no more than 10%....

More about my duties - <https://www.vitalystruk.com/work-page/target-media-group-ukraine.html>

STRENGTHS



Personal Qualities

Responsible and purposeful with a strong inclination towards numbers and math. Treats work with full dedication.

SKILLS

MARKETING MANAGEMENT

MARKETING STRATEGY

TEAM MANAGEMENT

DIGITAL MARKETING ANALYTICS

DIRECTING DIGITAL AGENCIES

PASSIONS



Tennis

I'm in love of big tennis, used to be the champion of Dunaujvaros (city in Hungary)



Marketing

Interested in studying the preferences of customers and maximizing the level of turnover of the company.

CERTIFICATION

Financial Literacy for Successors in INTERTOP

Improve the skills of managers in terms of using quantitative categories for making managerial decisions. Provide methodological support for the process of transition to management based on goal setting and key results.

Google Analytics Individual Qualification

The certificate was created to confirm knowledge in the field of in-depth aspects of Google Analytics.

Google Ads Certification for Display Advertising

Learned the basics of display advertising in Google Ads and know in theory how to place ads on the Google Display Network.

Google Ads Certification for Search Ads

Learned the basics of search advertising in Google Ads and know in theory how to create companies in the Google search network.

EXPERIENCE

SEO Manager

Darwin Global Partners

📅 04/2018 - 05/2019

Optimizing sites for good ranking in the Google search engine. I have performed tasks such as:

- Full site analysis.
- Compilation of technical tasks for programmers.
- Building and working with the site structure.
- Collection of relevant Keywords (Semantic Core).
- Optimization of site pages (writing H1, title, description - taking into account Semantic Core).

More about my duties - <https://www.vitalystruk.com/work-page/darwin-global-partners.html>

EDUCATION

Bachelor's Degree in Economics of Business

National University of Food Technologies

📅 09/2016 - 06/2020 📍 Kyiv

Associate's Degree in Restaurant and Hotel Business

Kiev Cooperative Institute of Business and Law

📅 09/2012 - 06/2015 📍 Kyiv

MY PHILOSOPHY

So in everything, do to others what you would have them do to you, for this sums up the Law and the Prophets.

The Holy Bible

The main task of good digital marketing manager it is building synergy between all digital channels and create the digital full-funnel. They must always work together. Only in this case, the project can get maximum of effectivity.

My own Digital Marketing Philosophy

CERTIFICATION

Google Digital Workshop Certificate 'Fundamentals of Digital Marketing'

Studied the basic Internet marketing course from Google.

SERVICES I WORK WITH

I can work with all of those:

Google Ads, Meta Ads, Google Analytics, eSputnik For e-mail marketing and synergy with viber, Google Editor, Google Search Console, Google Merchant Center, Google My Business, Google CM 360, Google Tag Manager, Microsoft - Word, Excel, PowerPoint, Google - Docs, Sheets, Presentations, CRM Bitrix24 - For Task Management, CRM Jira - For Task Management, CRM Trello - For Task Management, CMS Bitrix, Google Trends, WordPress, Confluence - for documentation, Google Data Studio, Serpstat, Ahrefs, Collaborator - Links Building, OWOX, Вчасно - Electronic Document Management, SAP, SimilarWeb, ALMEX - for the automation of the company's business processes, Zapier - for Leads generation in Facebook, Qlik - Business Intelligence Analytics, Google Meet, Zoom, Microsoft Teams, CRM Planfix - For Task Management.

LANGUAGES

Ukrainian	Native	●●●●●
Russian	Native	●●●●●
English	Proficient	●●●●●

FIND ME ONLINE

	Linkedin https://www.linkedin.com/in/vitalystruk/
	Facebook https://www.facebook.com/vitaly.struk.1