

MARIYA SHEIMAN

Senior PPC Specialist

Creative Marketing Specialist eager to work with top clients. Bringing deep understanding of products, market conditions and customer preferences. Superb communications skills and knowledge of marketing metrics enabled achievement of desired results. Adaptable approach to problem solving and passion for devising innovative and successful campaigns.

Ready to apply skills and 5+ years of experience to new position with long-term potential.

(+380) 63 586 44 24

emission2016@gmail.com

Kyiv, Ukraine

EXPERIENCE

Senior PPC Specialist

— Nov 2021 - Present

Senior PPC Specialist

— Jul 2021 - Nov 2021

Lead User Acquisition Manager

— Mar 2021 - Jul 2021

Senior PPC Specialist/Consultant

— Nov 2020 - Jan 2021

Senior PPC Specialist

— Mar 2020 - Nov 2020

AirSlate

Remote, HQ in Kyiv, Ukraine

- Launched and successfully scaled new for a company channels: Snapchat, Taboola and Outbrain. Achieved more than 1 million spend per month.
- Launched and scaled PPC marketing for a brand new product from scratch.
- Scaled mobile apps campaigns in Google Ads and Apple Search Ads and achieved more than 10x increase for those channels.
- Fully managing company's main branding campaigns (over \$3 million per month). Also scaled those campaigns and achieved significant increase (more than 30%) in volume and performance for Google Ads and Bing Ads channels.
- Managing other company's projects in Google Ads and Bing Ads.
- Leading and supervising team of 2 middle+ specialists.
- Leading development of the in-house bid management software solution for Apple Search Ads.

BroCoders

Remote, HQ in Sumy, Ukraine

- Developed marketing strategy for all company's services.
- Expanded to new markets in: Netherland, Denmark, Switherland.
- Achieved an increase in company's sales volume more that 3x.

Playrix

Remote, HQ in Kyiv, Ukraine

- Leading and supervising team of 2 middle specialists.
- Developed PPC in Snapchat channel for 6 apps.
- Documentation and internal knowledgebase managemet.
- Setup and adjusted analyse process. Worked with Tableau to create reports for management team.

NDA

Remote, HQ in Kyiv, Ukraine

- Was hired for an ongoing consultancy on most efficient and optimal user acquisition strategy in gray niche. Development of a full user acquisition strategy.
- Complete market research for optimal price and efficient ads promo materials creation (banners, landing pages, texts).
- Creating of physical and MCC accounts in Google Ads. Creating and ongoing management of ad campaigns in Google Ads (web, mob, app platforms).

Auslogics Software Pty Ltd

Remote, HQ in Sydney, Australia

- Ongoing market research.
- Product manager communication and team collaboration.
- Creation and management of web ad campaigns in Google Ads, Bing Ads and Verizon Media Native (Yahoo). Working with locations: USA, GBR, CAN.
- Affiliate management: traffic procurement for partner websites.
- A/B testing of landing pages.
- Ads approval management.
- Extension of semantic core. Creation of text ads.

EXPERIENCE

Middle User Acquisition Manager

— Dec 2019 - Mar 2020

PPC Specialist

— Jun 2018 - Dec 2019

Marketing Analyst

— Oct 2016 - Jun 2018

Senior Economist, User Acquisition Manager

— Dec 2013 - Oct 2016

EDUCATION

FINANCE AND CREDIT

— 2012 - 2015

PROJECT MANAGEMENT

— 2015 - 2017

Tonti Laguna Mobile (Netpeak)

Remote, HQ in Odesa, Ukraine

- Creation and ongoing management of ad campaigns in Google Ads (apps). Creation of creatives: banners, text ads and video materials. Working with locations: Worldwide.
- Creation and ongoing management of ad campaigns in Apple Search Ads. Working with locations: Worldwide.
- A/B testing of app posters in Apple Search Ads.
- Automation of semantic core extension in Apple Search Ads by integrating with in-house IC.

Together Networks Limited

Zaporizhzhia, Ukraine

- Creation, ongoing management and scaling of ad campaigns in Google Ads and Bing Ads (aos, ios, mob and web platforms), Apple Search Ads.
- Working with locations: USA, GBR, EU (CHE, ITA, FIN, SWE), Asia (KOR, TWN, HKG).
- A/B testing of landing pages. Market research. As a result, 87% of traffic was directed to the new LPs.
- Ads approval management.
- Design team communication and coordination for promo material creation.
- Analytics team communication and coordination for configuration and validation of daily reporting.
- PPC team technical coordination (tracking issues, reporting, auto-management).
- Employee supervising.

Together Networks Limited

Zaporizhzhia, Ukraine

- Daily data processing and reporting for marketing team.
- Data analysis to identify trends and subsidence of key metrics.
- Data visualization for reporting.
- Validation of partner tracking codes. Development and managers teams coordination.
- Employee supervising.

Stock Company "Emission LLC"

Zaporizhzhia, Ukraine

- Document management for over 2000 clients per year.
- Ads creative materials creation, publishing.
- Recruiting, interviewing, supervising of new employees.
- Client support and management.
- Consultancy and support on working with internal website management software and NSSMC financial reporting.
- Newspaper markup and development for Ukraine NSSMC (issuer reporting).

Zaporizhzhia State Engineering Academy

Bachelor of Science

Zaporizhzhia State Engineering Academy

Master of Science