



# OLEG GRIGORISHIN

Male, 36 years, born on 8 December 1987

+375 (25) 7702693

oleg.grigorishin@mail.ru — preferred means of communication

Skype: mr.oleggrig

Reside in: Minsk

Citizenship: Belarus, work permit at: Belarus

Not ready to relocate, ready for business trips

## Desired position and salary

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### Digital Marketing Manager

Specializations:

- Chief marketing officer (CMO)
- Marketing manager, internet marketer

Employment: full time, part time, project work, work placement

Work schedule: full day, shift schedule, flexible schedule, remote working

Desired travel time to work: any

## Work experience — 14 years 1 month

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June 2023 — till now

1 year 4 months

### HQSoftware/

IT, System Integration, Internet

- Software Development
- System Integration, Technological and Business Processes Automation, IT Consulting

### Digital Marketing manager

Key Achievements:

- Website organic positions increased by 30% during my work
- AAA+ MQL leads from the USA were attracted (city administration, global manufacturer of chocolate bars, etc.)

Key Responsibilities:

- Conducting market research (segmentation, search for a promising segment, competitor analysis, positioning, planning of marketing activities for the test period).
- Creating a ICP, CJM
- Targeting (retargeting) ads on FB (conducted by me)
- Retargeting (conducted by me)
- CPC advertising (Google Ads) (conducted by me) - USA, UK, UAE
- Email marketing (Apollo, Instantly) - cold base
- Lending pages (Tilda), advertising banners, ads.
- SEO - technical, on page optimization, clustering
- Contractors menegement - External SEO optimization, IT team to work on company website
- CMS Wordpress (plugins installation, interface optimization (coding), speed optimization)

October 2017 — till now

7 years

### U-PLAST Bel

FMCG (non-edible)

- Prefabricated Structures for Repair and Construction Work (Assembly, Maintenance, Repair)
- Prefabricated Structures for Repair and Construction Work (Promotion, Wholesale)

### Digital Marketing and Product manager

#### Key Achievements:

- Personally increased the company's NET profit by 300% using digital marketing channels;
- In 2021 U-Plast entered the TOP 2 vinyl siding distributors in Russia. The company was advertised only on the Internet. All advertising campaigns were launched and led by me.
- During my work 5 special projects have been done. Total project's audience exceeds 2 million people.
- In 2019, U-Plast became the general partner of the "Repair Academy" TV project. I personally prepared and produced 42 videos. 12 of them were broadcast on BT1 TV channel.
- ROI from my advertising campaigns (Google AdWords, Facebook, LinkedIn) exceeds 240%.
- I personally project manage a new company website (design and prototyping, development, testing etc.);

#### Key Responsibilities:

- Development of the internet strategy;
- Maintenance marketing and PR budget;
- Lead generation (sales) for the company's e-commerce online store;
- Measurement and optimization of online marketing campaigns;
- Team Lead (4 people);
- TV project management (BT1 TV channel) (ad placement, PR campaign);
- Launch new products (collections) that meet and exceed business objectives;
- Product positioning which articulates the value proposition;

#### Operational marketing:

- Managing marketing campaigns (SMM, Email, PPC) and targeting to efficiently use allocated resources;
- Configuration and managing social media ads (Facebook), search/retargeting ads (Google/Facebook) and run ads campaigns on various product-centric platforms;
- Creation and testing marketing hypothesis;
- Supervision designers and copywriters in order to produce and spread relevant high-quality content over media channels (social media, ads, Emails, Landing Pages);
- Managing outsource developers team to improve web sites performance and conversion rate;
- Driving leads by reaching popular community members and work with influencers;
- SEO optimization;
- Loyalty programs development;
- Event Marketing;

January 2017 —  
October 2017  
10 months

## Altcoin Club

#### Financial Sector

- Financial and Credit Brokering (Stock Exchange, Brokerage Activity, Card Issuing and Servicing, Risk Assessment, Currency Exchange Points, Crediting Agencies, Cash Collectors, Pawnshop, Payment Systems)

## Digital Marketing and Product manager

#### Key Achievements:

- Using a mix of online and offline marketing activities I attracted more than \$ 2,000,000 in project;
- I made the content marketing project from SEO, which became a key channel for leads generation.

#### Key Responsibilities:

- Development, execution, measurement and optimization of marketing strategy;
- Full control under all digital marketing activities: SEO, content marketing, contextual ad, targeted advertising, email marketing;
- Website content management;
- Designers, developers and copywriters supervision ;
- A/B testing;
- CPA, ROI, CR optimization;
- New marketing channels searching and implementation;

- Customer decision journey optimization;
- Customer centric campaigns launch;
- Analytics (Google Analytics, Facebook ads, LinkedIn ads);

February 2016 —  
January 2017  
1 year

## Design CEH

IT, System Integration, Internet

- Internet Company (Search Engines, Payment Systems, Social Networks, Information and Educational, Entertainment Resources, Website Promotion etc.)

### Marketing and advertising manager

Key Achievements:

- Increased clients profit up to 20% in average;
- Increased market share of the agency on local market;

Key Responsibilities:

- Development and implementation of brand marketing strategies for agency clients;
- Budget management, ROI control and optimization;
- Print and online advertising campaigns in federal and local media;
- Deep analytics (Google analytics, Facebook, LinkedIn);
- Managing INBOUND and OUTBOUND SEO to stay on top positions;
- Execution of PPC advertising campaigns;
- Driving email campaigns;
- Execution of social media campaigns;
- PR management ensuring a constant brand presence in target media (more than 100 PR articles);

July 2015 —  
February 2016  
8 months

## Magic Group

Media, Marketing, Advertising, PR, Design, Production

- Marketing, Advertising, Designer, Event and PR Agencies

### Digital Marketing manager

Key Achievements:

- My PR articles brought more than \$500,000 funding;

Key Responsibilities:

- 5 websites management and promotion using PR and CPC campaigns (Google Ads, Facebook ads, Instagram)
- Planning and implementation of the marketing and PR budget;
- Communication with key clients;
- Development, execution, management and optimization of PR media campaigns (Federal Websites, Facebook and Vkontakte popular groups, collaboration with trend setters on Instagram and YouTube );
- Mobile advertising;
- Preparation and distribution of PR releases;
- Social Media Management;
- Special projects with media;
- Event management - conferences;
- Event-marketing;

December 2013  
— July 2015  
1 year 8 months

## WapStart

IT, System Integration, Internet

- Internet Company (Search Engines, Payment Systems, Social Networks, Information and Educational, Entertainment Resources, Website Promotion etc.)

## Marketing and PR specialist

### Key Achievements:

- More than 300 publications in federal and local media have changed the vector of mobile advertising perception and gained leads for WapStart;

### Key Responsibilities:

- Development, execution, management and optimization of ad campaigns in Google AdWords and Yandex Direct;
- Development, execution, management and optimization in social media (Facebook);
- Social Media Management;
- Special projects with media;
- POS materials development for conferences, exhibitions, events;
- Event Management;
- Deep analytics;

January 2013 —  
December 2013  
1 year

## Rocket Internet

IT, System Integration, Internet

- Internet Company (Search Engines, Payment Systems, Social Networks, Information and Educational, Entertainment Resources, Website Promotion etc.)

## SMM manager

### Key Achievements:

- I increased the brand audience in social media (Vkontakte, Instagram, Facebook) from zero to over 120.000 active subscribers;

### Key Responsibilities:

- Development, execution, management and optimization of social media marketing campaigns;
- Retargeting campaigns;
- Development and execution of customer centric marketing promo complains (product placement in popular social media accounts);
- Management of giveaways and contests (cross promo marketing campaigns);
- Feedback analytics;

September 2012  
— January 2013  
5 months

## ZeppelinPro

Media, Marketing, Advertising, PR, Design, Production

- Marketing, Advertising, Designer, Event and PR Agencies

## Marketing and Event manager

### Key Achievements:

- I was part of a team that made and promoted the "Freedom Music Festival" event in 6 regions in Russia. The event was attended by more than 1.2 million people;

### Key Responsibilities:

- Development of creative event concepts;
- Negotiations with contractors;
- Event Administration;
- Logistics;
- Media coverage management;
- Preparation and distribution of PR releases;

July 2010 — June  
2012  
2 years

## "Synthesis Plus" Company

## Marketing specialist

### Key Responsibilities

- Development, execution, management and optimization of digital marketing campaigns (Google ads, Facebook ads);
- Marketing planning;
- Management of marketing research projects;
- Control of advertising and PR agencies;
- Cross promotion management;

## Education

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### Master

2012

#### **Girne American University**

Faculty of Social science, Public relation manager (PR)

2010

#### **Belarusian State University, Minsk**

Law, Political Science