ALEKSANDR FIRSIANKOV

DIGITAL MARKETING/WEB ANALYST

CONTACT

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LinkedIn profile

alex-marketing.com

Poland

HARD SKILLS

Digital ads (Google, LinkedIn, Meta)
Web analysis (Google Analytics, GTM)
Web pages development (Wordpress, HTML, CSS)
Dashboards (Google Looker Studio)
Data analysis (Excel, Google Sheets, SQL)
Project Management
Managing SEO
A/B testing
AI tools (Chat GPT, Midjourney)
Video Editing (Cap Cut)

SOFT SKILLS

Ability to deliver results
Company focus
Problem solving
Patience

LANGUAGES

Belorussian, Russian - Native
English - B1
Polish - A1

PROFILE

I have 10+ years of experience in digital marketing in different domains, including **IT outsource, FinTech, EduTech, e-commerce, retail.** I specialize in lead generation, digital ads, web analysis, increase conversion rate, project management and unit-economic.

Now I'm looking positions as Digital/Performance/Growth Marketing Manager or Marketing/Product Analyst. The field of activity of the company does not matter.

In my free time I ride bicycle, am interested in history and artificial intelligence, experiment with YouTube, or travel with my family.

WORK EXPERIENCE

Performance Marketing Specialist

BS/2. IT outsourcing, software development, software and hardware solutions for banks.   02.2022 - present

- Creating digital lead generation system from zero to profit
- Digital advertising (Google, LinkedIn, Meta)
- Manage landing pages development
- A/B testing landing pages and digital ads
- Web and data analysis
- Customizing web analytics system (GA4, GTM)
- Creating dashboards (Google Looker Studio)
- Target audience analysis

Web Analyst

Itgenio. EduTech. Part-time.   10.2022 - present

- Customizing web analytic systems (GA4, GTM, Yandex Metrica)
- Creating dashboards (Google Looker Studio)
- Analyzing digital advertising (Google, Meta)
- Creating custom reports

Digital Marketing Team Lead

Creacept. EduTech, Forex.   05.2021 - 01.2022

- Digital marketing team management (4 team members)
- Creating lead generation system from zero to profit
- Digital advertising (Google, Facebook, Yandex, Vk)
- Managing the creation of an email newsletter system
- Manage landing pages and lead magnets development
- A/B testing landing pages and digital ads
- Target audience/competitor analysis
- Dashboards (Google Data Studio)
- Solving problems with advertising moderation
- Web analysis (Google Analytics, Yandex Metrica)

A L E K S A N D R   F I R S I A N K O V

D I G I T A L   M A R K E T I N G / W E B   A N A L Y S T

C O N T A C T

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- Poland

E X P E R T I S E

- Lead generation from paid digital sources
- Increase page/advertisement conversions
- Setting up and using web analytics systems
- Analyzing marketing+sales processes
- Team and project management
- Product/competitor analysis
- Unit-economic

W O R K   E X P E R I E N C E

Digital Marketing Specialist

Aksopt Mobile. B2B, E-commerce.   01.2020 - 05.2021

- Development websites and landing pages (Wordpress)
- Digital advertising (Google, Facebook, Yandex)
- Email marketing
- Web analysis (GA, GTM)
- Dashboards (Google Data Studio)

Marketing Analyst

Aksopt Mobile. B2B, E-commerce.   02.2019 - 01.2020

- Sales analytics
- Products analytics
- Client monitoring
- Procurement recommendations
- Analysis of new product lines
- Collection and analysis of information from open sources

Digital Marketing Specialist

Voyage Tour. Travel agency.   06.2018 - 01.2019

- Development landing pages (Tilda)
- Managing advertising
- Web analysis
- Data analysis
- Cross marketing events with partners
- Collaboration with influencers

Digital Marketing Specialist

White Tower. B2B, E-commerce.   09.2017 - 05.2018

- Development website and landing pages (Wordpress, Tilda)
- Digital Advertising (Google, Facebook, Yandex, Vk)
- SMM
- Data analysis

Digital Marketing Specialist

Freelance/Consulting.   09.2013 - 08.2017

- Digital advertising (Google, Facebook, Yandex, Vk)
- Development and administration websites
- Web analysis
- Data analysis
- SEO, SMM, SERM, SERP