DMYTRO SHEVCHENKO

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SUMMARY

Digital Growth & Performance Marketing Specialist **with 7+ years of experience** in digital advertising, e-commerce, and online sales development. Combines **strategic thinking, analytics, and technical expertise** to optimize customer acquisition, improve conversion rates, and drive measurable business growth. **Experienced in applying AI-powered tools** and data-driven approaches across complex digital environments.

CORE COMPETENCIES

- Digital Strategy & Business Growth
- E-commerce Development & Optimization
- Performance Marketing (Google Ads, Meta Ads)
- Marketing Analytics & Data-Driven Decision Making
- Marketing Operations & MarTech
- Digital Content Production & Brand Communication
- UI/UX Optimization & Conversion Rate Improvement (CRO)
- Front-end Technologies (HTML, CSS, JavaScript)
- Cross-functional Leadership & Stakeholder Collaboration

TECH STACK

- AI Tools: Cursor, ChatGPT, Grok, Claude: Desktop, Code, Gemini: Google Workspace, Copilot
- Digital Marketing & Analytics: Google Ads, Meta Ads, Google Analytics (UA/GA4) Google Tag Manager, Merchant Center, Data Studio (Looker Studio)
- CMS & E-commerce Platforms: OpenCart, WordPress, PrestaShop, Shopify, Magento, Webflow
- Web Technologies: HTML, CSS, JavaScript, PHP, MySQL, Github, Jira, Postman
- Creative & Content Production: Canva, Photoshop, Final Cut Pro, Premiere Pro, Avid Pro Tools

PROFESSIONAL EXPERIENCE

E-commerce & Digital Growth Lead

Exclusive NOVOL distributor UA · Sept 2021 – present

Key Results
- MER 28,6x (Marketing Efficiency Ratio)
- TACOS 3,5% (Total Advertising Cost of Sales)
- Generated 10M+ paid impressions and 200K+ clicks through performance marketing campaigns
- Increased Google Search visibility to 800K+ organic impressions / 36.8K clicks / CTR 4.8%
- Reached ~210K active users and 1.9M+ tracked events in GA4 ecosystem
- Google search position to first page SEO and content optimization
- Built and scaled acquisition campaigns from launch to sustainable performance maturity

Scope & Impact
- Built and developed a corporate e-commerce sales ecosystem (website, landing pages, analytics, paid traffic, content)
- Designed and implemented a full-funnel digital marketing system focused on online sales growth and customer acquisition
- Led performance marketing operations across Google Ads and Meta Ads with ROI/ROAS optimization
- Managed the complete campaign lifecycle: strategy, launch, scaling, optimization, stabilization, and reporting
- Implemented GA4 analytics and performance tracking systems for data-driven growth decisions
- Optimized conversion funnels, UX, and user journeys to improve engagement and sales performance
- Developed high-quality commercial and SEO-oriented content supporting both paid and organic growth
- Coordinated digital growth initiatives aligned with seasonality, product demand, and business objectives

Creative Producer, Digital Production Specialist

2008 – 2022 · full time

• Production of digital audiovisual content including video shooting, editing, and sound production for multimedia and marketing projects
• Managed full production cycle: concept development, recording, post-production and final delivery
• Collaborated with technical experts and creative teams to ensure production quality
• Quality control of audiovisual materials and final content optimization for digital distribution

POS Consulting, Google AdWords, Ads Specialist

2011 – 2019 · full time

• Development and management of Google Ads campaigns for client projects
• POSM marketing and advertising project development
• Performance analysis using Google Analytics and campaign data
• Technical supervision of marketing and advertising project implementation
• Reporting and optimization recommendations based on campaign performance

Founder & Managing Director – Outdoor Advertising and POS Production

Sept 2002 – 2011 · Full time

Projects
• Implementation of over 500 projects for businesses of various scales: from local brands to national chains.
• Launch of a full cycle of production of outdoor advertising and POS materials - from a home workshop to a commercial workshop with a team of specialists.
• Development and launch of an online platform for ordering advertising products.
Integration of digital marketing channels (Google Ads, Analytics) in the sale of B2B services.

Responsibilities
• Strategic management of the company, operational coordination of all processes: from design to installation.
• Team building and development: designers, production specialists, installers, managers.
• Communication with clients, negotiations, preparation of commercial offers.
• Creative development of design layouts, selection of materials, cost calculation.
• Control over the quality of order fulfillment, deadlines, logistics.
• Setting up and launching advertising campaigns via Google Ads, traffic and application analytics.

LANGUAGES

• English: B2
• Polish A2 (Studying in active)
• Ukrainian: fluent
• Russian: fluent

EDUCATION

• Kyiv Institute of Advertising, Marketing
• Professional Technical Lyceum: Automotive Vehicle, Mechanics and Industrial Equipment, Vocational Diploma / Secondary Specialized Education

ADDITIONAL TRAINING

• QA Testing Fundamentals
• HTML / CSS / JavaScript Development
• AI, Digital Marketing & Analytics Tools

OTHERS

• Driver license Class B (valid in EU)

HOBBY

• Music, Ultra-distance cycling, Hiking, Kayaking