



OLEKSANDR YANCHENKO

Director of AI Business Development and Marketing



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RECENT COURSES AND CERTIFICATIONS

- Google Partners
- Yandex Expert
- AI Employee Automation
- Affiliate Partners - Direct Advertiser
- Lead Generation Methods
- Social Media Marketing (SMM)

SKILLS

Blockchain and crypto enthusiast, focused on metaverses, digital finance (ICOs, IDOs), AI innovation, and collectible trends like numismatics. Committed to exploring tech-driven ecosystems and occasionally hits the slopes snowboarding.

LANGUAGES

english	A2
russian	Fluent
ukrainian	Native

ABOUT ME

Experienced business development and marketing professional with 11 years of expertise in affiliate management, sales, and strategic marketing. I have a proven track record of building and managing affiliate programs from scratch, particularly in the dating and nutra industries, as well as extensive experience in finance, healthcare, technology, SaaS, and other sectors. My background includes significant achievements in B2B marketing strategies, budget management, and the development of innovative AI-driven solutions to optimize traffic and boost conversions. I have also successfully utilized HubSpot to streamline workflows and enhance marketing and sales alignment.

Throughout my career, I have represented companies on an international scale, contributing to affiliate revenue growth from \$0 to over \$3M through strategic planning and hands-on program management. My expertise extends to implementing MEDDIC methodologies, which have played a crucial role in improving sales efficiency and driving consistent revenue growth.

Educationally, I hold a Specialist degree in Electronics from the National Technical University of Ukraine "Kyiv Polytechnic Institute," earned in 2012, and a Bachelor's degree from the same institution in 2011. I completed my secondary education in 2005.

While I bring extensive professional experience, I am currently at a beginner level in English, which I am actively working to improve. Three months ago, I relocated from Ukraine to Portugal to embark on a new chapter and am open to further relocation opportunities that align with my career aspirations in a dynamic and forward-thinking organization.

WORK EXPERIENCE

DIRECTOR OF MARKETING WITH AI SPECIALIZATION *AI Growth Marketing Team, Kyiv* NOV 2021 - APR 2024

Traffic Management and Conversion Optimization Using AI Across Tier 1 and 2 Industries (Finance, Healthcare, Services, Casino, and Betting)

- Innovative Strategy Development: Implemented AI-driven strategies to amplify traffic and engagement through affiliate partnerships (CPA: CPI, CPS, CPL), reducing CPI by 12% and improving conversion rates by 18%, thereby enhancing brand credibility with partners.
- AI Sales and Communication Enhancement: Pioneered the use of AI sales managers and chatbots to elevate customer engagement and conversions, boosting overall conversion rates by 25% and reducing response times by 40%, setting new efficiency benchmarks.
- Email Marketing Optimization: Launched AI-based email automation for consistent and reliable outreach, expanding the client base by 20% and generating an additional \$120,000 in monthly revenue.
- Strategic Team Leadership and KPI Management: Led a team focused on strategic traffic and conversion targets, successfully achieving key performance milestones.

Key Achievements

- New Traffic Channels: Created AI-powered traffic sources, increasing organic traffic by 15%.
- Resource Efficiency: Reduced content creation and distribution costs by 30%, reallocating resources to support milestone projects.
- Financial Growth: Added \$150,000 in monthly revenue and increased customer Lifetime Value (LTV) by 10%, marking a significant success milestone.

HEAD OF AFFILIATE MARKETING *Head of Affiliate Marketing, Kyiv* AUG 2016 - JUL 2021

Affiliate Partner Program Development and Management: Directed strategic growth of affiliate programs in the B2B sector, focusing on scalability and partner engagement.

- Result: Increased affiliate engagement by 20% and expanded the partner network, enhancing brand credibility and positioning.
- Business Development Leadership: Led B2B marketing initiatives to improve brand visibility and drive international market expansion.
- Result: Represented the brand at major international conferences, securing a competitive position in global affiliate marketing.
- Budget Management and Resource Allocation: Managed a budget exceeding \$400,000, strategically allocating resources to maximize campaign impact and profitability.
- Result: Increased company profits by 15% through optimized budgeting, marking a milestone in revenue growth.
- Traffic Source Innovation: Identified and leveraged non-standard traffic sources to scale and optimize profitable bundles, especially within the dating vertical.

- Result: Boosted traffic volume by 18% and consistently met KPIs, creating a sustainable growth framework.
- Technical Integrations and Team Performance Management: Directed technical integrations (S2S postback URLs, macro parameters) and managed team performance to ensure KPI alignment.
- Result: Enhanced affiliate tracking reliability, leading to a 10% improvement in campaign efficiency.

Key Achievements

- Launched Innovative Traffic Channels: Integrated Web3 technologies to access new traffic sources, strengthening the brand's growth potential.
- Streamlined Team Operations: Implemented efficient workflows, reducing time-to-market for new bundles by 30%.

SENIOR BUSINESS DEVELOPER *ProfitSocial* 2018 - FEB 2021

- Search and implementation of non-standard traffic sources scaling and optimization of work to achieve max profit generation of new bundles dating vertical
- Sourced and implemented non-standard traffic sources, scaling and optimizing for maximum profit.
- Generated new bundles within the dating vertical.
- Managed technical integrations (S2S postback URL, macro parameters).
- Built and monitored team performance to meet KPIs.

HEAD OF MEDIA BUYING AND TRAFFIC OPTIMIZATION *Auditorius* JUN 2015 - FEB 2018

- Team Leadership: Improved team productivity by 25% through streamlined operations.
- Digital Campaigns: Increased traffic by 30% and conversions by 15% via optimized AdWords, Yandex Direct, DSPs, and social channels.
- DSP Expertise: Reduced acquisition costs by 20% and enhanced advertiser satisfaction.
- Performance Analysis: Achieved 35% lead generation efficiency and met all KPIs.
- Traffic Expansion: Added 20% profitable traffic through new channels.

PPC SPECIALIST *WinMedia Group* JAN 2014 - JUN 2015

- PPC Specialist with Broad Niche Expertise: Managed over 100 campaigns across diverse industries, optimizing ad performance in Google Ads, Yandex Direct, GDN, and TrueView.
- High-Budget Management: Successfully handled budgets exceeding \$200,000, ensuring efficient allocation and ROI-driven results.
- Comprehensive Campaign Oversight: Specialized in contextual ads, banner networks, video ads, and remarketing with KPI tracking (conversions, CPA).
- Social Media Promotion: Experienced in promoting on VKontakte, Facebook, and Twitter to increase engagement and reach.