


# LEV KASHKIN

Thessaloniki, Greece      +30 694 536 0253      leokashkin@icloud.com

 [LinkedIn - Link](#)       [Portfolio - Link](#)



## PROFESSIONAL PROFILE

- **Digital Marketing & Business Development professional** in e-commerce, with 3+ years driving SEO/SEM, partnership outreach, and sales growth
- **Community Manager** – Binance Angel: launched on-campus workshops, managed Telegram community (70K+), and led crisis-response protocols
- **Digital Strategy Consultant** – AIZ: crafted social-media campaigns, secured two sponsorships

## EXPERIENCE

### COMMUNITY MANAGER (BINANCE ANGEL) BINANCE | SEP 2022 – PRESENT

- Organized official Binance Academy lectures on campus, attracting several dozen students
- Managed Binance Meetup events logistics in Athens & Thessaloniki
- Collaborated with Binance Greece leadership and local student groups to boost attendance
- Managing an online community of 70,000+ active users daily

### DIGITAL MARKETING STRATEGY CONSULTANT ALEXANDER INNOVATION ZONE | DEC 2024 – JUN 2025

- Conducted stakeholder research & digital audits to craft a social-media strategy using Meta Business Suite, Google Ads, and Canva
- Created 12 posts for LinkedIn, Instagram, and Facebook - with an average engagement rate of 8.3% throughout the campaign
- As a result, secured two sponsorships with a local company and TV channel

### SALES & MARKETING MANAGER KASPI.KZ & PARTNER MARKETPLACES | MAY 2021 – JUN 2022

- Created 300+ SEO-optimized product listings across Wildberries, OZON, and Kaspi.kz; drove a 250% uplift in monthly sales
- Automated daily ROI/reporting dashboards via Google Sheets & Apps Script, enabling real-time spend decisions
- Negotiated vendor contracts for cross-border logistics, improving turnover by 18%

## EDUCATION

### Bachelor of Arts (Hons) in Communication and Digital Media • University of York | Oct 2022 – Jun 2025

### Bachelor of Arts (Hons) in Advertising and Public Relations • Moscow Finance-Technical University | Sep 2021 – Dec 2025

## SKILLS

### TECHNICAL

- Google Sheets & Apps Script, SEMrush, Google Analytics, Web3
- Photoshop, CapCut, Davinvi Resolve

### ANALYTICAL

- SEO/SEM strategy, A/B testing, KPI dashboarding
- Brandwatch (sentiment monitoring), basic on-chain data analysis

### ORGANIZATIONAL

- Meta Business Suite, HubSpot, Mailchimp
- Jira, Trello, Notion, Odoo

### LANGUAGES

- English (C1) • Russian (Native) • Greek (A1)

## CERTIFICATIONS

- ChatGPT for Marketing, Content, Social Media, and PR (Udemy '25)
- Blockchain Mastery: From Fundamentals to Advanced Corporate Solutions (Binance & '24)