

## Broker Credit Service

Fintech project

### Contextual Advertising Manager

February 2021 — August 2023

Participated in promoting a new product for a startup company in South Africa.

Developed, set up, and managed Google Ads campaigns to attract users for testing the developing product platform - a mobile application.

Conducted numerous tests of various offers and features to identify the most effective user acquisition methods in the Google advertising system.

Found growth points and optimized the advertising budget.

Conducted test launches of the product-service campaigns in Twitter, Apple Search Ads, Microsoft Advertising, and LinkedIn advertising systems.

Designed and developed comprehensive reporting on advertising campaigns in Google Sheets.

Automated advertising campaign reporting in Looker Studio, working with GA4, Adjust, Google Ads, and Backend databases in Google BigQuery.

Organized the placement of display advertising on contractor advertising platforms.

## Arum Trade Ltd

Fintech project

### Marketer-Analyst

November 2018 — January 2021

Participated in promoting a new product for a startup company in Mexico.

Conducted test launches of Google Ads campaigns for the company's product.

Conducted advertising campaigns for educational webinars on the product in Facebook and Telegram.

Set up analytics tools for data collection and campaign analysis (GTM, Google Analytics, Yandex Metrika).

Collaborated with the development department to design a CRM for marketing department needs.

Developed and maintained user activity reporting for the main product-service (Google Sheets). Presented reporting presentations to management.

Prototyped web pages for the product-service web platform (Figma).

## MGCOM

Advertising Agency

### Senior Contextual Advertising Manager

January 2016 — July 2018

Developed, set up, and managed Yandex.Direct and Google AdWords campaigns for the agency's key client, Alfa-Bank, with full budget commitment. Conducted numerous A/B tests and test launches to identify growth points and increase client advertising budgets. Increased lead flow. Campaign results:

Lead generation — 800 leads/month

Budget — \$83,000/month

Also developed, set up, and managed campaigns for other products: Alfa-Leasing, Alfa-Cash Ultra Card, Alfa-Insurance, Card Alfa-Cash Ultra.

Optimized, planned, and managed campaigns for the Sovest installment card product.

Trained two junior contextual advertising managers.

## Sergi Gritsenko

Age: 32 years old

Specialization: Media buyer

### Professional Areas

Internet Marketing

Performance Marketing

Web Analytics

### Professional Areas

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in: serge-gritsenko

### Skills

Yandex Direct

Direct Commander

Google Ads

Google Ads Editor

Google Sheet / Excel

Yandex Metrika

Google Analytics

Google BigQuery

Google Data Studio

Adjust

Key Collector

Google Tag Manager

Facebook Ads

Twitter Ads

### Education

Higher education

Moscow State University of

Psychology and Education:

Faculty of Social Psychology

Bachelor's Degree

English language courses

ILAC International Language

Academy of Canada

Pre-Advanced