



VALERIYA Finogeeva

DIGITAL MARKETER

Education

2022 – 2023

Web Development Bootcamp
The University of Sydney

2017 – 2019

Master of Commerce: Marketing &
Business Management
Macquarie University

2013 – 2017

Bachelor: Financial Management
Russian Presidential Academy
of National Economy and
Public Administration

Contact

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Kensington, 2033

Profile

Digital Marketing specialist with 4 years of working experience for international and Australian companies. Assisted a family member to build a brand that generates over \$1 million in sales within 6 months.

Experience

2021-08 – Present

Fivestones, Sydney

Digital Analyst

- Delivered over 40+ hours trainings for Campaign Manager 360, Display & Video 360.
- Resolved over 100+ tickets troubleshooting issues with DV360, SA360 and GA.
- Delivered 4 QBRs to digital media agencies analysing their performance based on BCG's digital maturity framework. This resulted in 90% of those agencies successfully implementing digital transformation strategies.
- Managed paid search campaigns for Prezi for over 3 months. During this time period I worked on improving campaigns structure and helped optimise over 100 live campaigns, delivering ROAS of 11 as per clients expectations.
- Assisted the Solution Team in GA4 migration for one of the clients.

Skills

DV360	<div><div></div><div></div><div></div><div></div></div>
CM360	<div><div></div><div></div><div></div><div></div></div>
SA360	<div><div></div><div></div><div></div><div></div></div>
GA	<div><div></div><div></div><div></div><div></div></div>
GTM	<div><div></div><div></div><div></div><div></div></div>
Adobe Creative Cloud	<div><div></div><div></div><div></div><div></div></div>

2021-04 – 2021-08
Resolution Media,
Sydney

Activation Executive

- Managed over 200+ campaign set ups and optimisations across various platforms (Verizon, Amazon, Facebook, DV360, Cartology, The Trade Desk & Google Ads).
- Led weekly performance overview presentations with the Pepsi client.
- Assisted Account Manager in developing Programmatic strategies to produce brief response material.

2020-02 – 2021-04
IPG Brands, Sydney

Programmatic Coordinator

- Optimised multiple campaigns to drive strong performance against campaign KPIs. 70% campaigns achieved stronger results at least by 30% than benchmarks under my management.
- Early in the role was trusted with multiple accounts and was overseeing 20+ live campaigns on DV360, the Trade Desk and Amobee.