



# Yurii Staryk

CMO / CRYPTOCURRENCY MARKETING STRATEGIST / FUNNEL ARCHITECT

## Professional Summary

My name is Yurii. I'm an experienced marketing strategist & marketing funnel architect with 7 years of experience in the following niches: IT & Web Development, Aviation / Air Business, Digital Marketing, Coaching Programs &, Mentoring Programs & Online Courses, Architecture, Import/Export Business, Blockchain, Cryptocurrency.

Highly skilled and knowledgeable about leading the marketing department as a CMO, coordinating the marketing team, building a smart marketing strategy for business, fully developing the marketing funnel architecture (Strategy — Design — Website Development — Opt-in — CRM — Automation — Sales — Community Growth), and bringing clients directly to your business.

I'm experienced in:

- Digital Marketing Tools: InfusionSoft & Keap, Funnelytics, ClickFunnels, CoinZilla, DeadlineFunnels, Facebook Ads, Google Analytics, Google Ads, ManyChat;
- Business Integration & Automation Tools: Zapier, IFTTT, PlusThis, Parsey, Various Chatbots;
- Project Management Tools: Jira, TeamWork, Asana, Trello, Notion, Instagantt, Miro, TransNo, xMind, TryShift, AirTable, Monday.com, Google Calendar, Calendly, ClickUp, Acuity Scheduling, GSuite;
- UI/UX Design & Web Development: WordPress, Divi, Custom Coding Solutions;
- Learning Management Solutions: Kajabi, MasterMind, Udemy, AccessAlly, LearnDash, LifterLMS, Memberium;
- Data & File Management Tools: DocuSign, PandaDoc, Google Drive, Google Sheets, Google Docs, Google Presentations, Notion, Prezi, Vimeo;
- Communication Tools: Zoom, Loom, Slack, Discord, other messaging platforms;
- CRM Systems: InfusionSoft & Keap, Salesforce, HubSpot, ZohoCRM, Bitrix24, amoCRM, LeeLoo;
- All-in-One Solutions: ClickFunnels, Builderall;
- SaaS Administration Tools: Various Hosting Providers (WP Engine, BlueHost, HostGator, etc), WHM, WHMCS, Emails Web Server, Web Email Accounts;
- Security Tools: LastPass, 1Password, Yubi Keys.

My main focus: Blockchain & Cryptocurrency Industry. Fin-Tech Industry. Cybersecurity Industry.

## Employment History

### #Crypto | Chief Marketing Officer, KamPay

2021 — 2021

### #Crypto | Head of Marketing, Tycoon

2021 — 2021

### #Crypto | Head of Marketing, Tranche Finance

2021 — 2021

### #Crypto | Head of Growth, Blockswap Network

2021 — 2021

### #Marketing | Marketing Funnel Architect, LSWW

## Details

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[yura.staryk@gmail.com](mailto:yura.staryk@gmail.com)

## Skills

Business Planning & Strategy

Agile Project Management

Brand Representation

Critical thinking and problem solving

Effective Time Management

Communication Skills

Creative Problem Solving

Analytical Thinking Skills

Website Development & Sales Funnels Architecture

SaaS Setup & Administration

Business Intgr. & Automations

## Hobbies

I'm passionate about blockchain technology, cryptocurrency, cybersecurity, neuromarketing, coding, psychology, aikido, travelling and running.

## Languages

English

Ukrainian

Russian

Italian

Spanish

Polish

Indonesian

2020 — 2021

**#Aviation | Business Development Director, LAS Air Solutions**

2019 — 2020

**#Aviation | Head of Marketing Department, LAS Air Solutions**

2018 — 2019

**#WebDev | Web Developer, Shirley Parsons, London, United Kingdom**

2016 — 2017

## Education

**Blockchain, Cryptocurrency, Coding**

Codecademy, Programming Hub

**Cybersecurity, CEH, Python Programming**

Skillbox, SkillFactory

**Finance, Management, Marketing, Psychology**

Coursera, EDX, Udemey

**Master of Business Administration**

SEPTEMBER 2012 — MAY 2014

**Computer Science**

SEPTEMBER 2008 — JUNE 2012

## Courses

**Cybersecurity, Skillbox**

NOVEMBER 2021

**CEH, Skillfactory**

NOVEMBER 2021

**Blockchain & Cryptocurrency, Programming Hub**

DECEMBER 2020

**Python 3 Programming, Programming Hub**

SEPTEMBER 2020

**Fundamentals of Python Programming, Codecademy**

MARCH 2016

**IT Sales, First Lviv IT Sales School**

JULY 2018

**Neuro-Linguistic Programming (NLP), BDG People**

JUNE 2017

## Internships

**Web Developer / Project Manager, Casa per la Pace, Milan, Italy**

SEPTEMBER 2015 — AUGUST 2016

## Links

[LinkedIn - Yuriy Staryk](#)

[Facebook - Yuriy Staryk](#)

[Instagram - @YuriyStaryk](#)

[Twitter - @YuriyStaryk](#)

[Website - www.YuriyStaryk.com](#)

## Counties I've Lived

### Bali, Indonesia

FEBRUARY 2020 — JUNE 2021

### Milan, Italy

AUGUST 2015 — SEPTEMBER 2016

### Lviv, Ukraine

JULY 2015

## Flexibility

### Remote

I have 10+ years of experience working remotely

### Relocation

I am ready to relocate and work together with the Team