Yuriy Dobryanskiy

CAREER GOAL

Arduus animo vincit et prodest. Feri quod potui, faciant meliora potentes. Scio me nihil scire.

Date of birth:	15 June 1990
Address:	Lviv
Marital status:	Unmarried
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EXPERIENCE

Internet marketer | 03.2016 - 09.2016

OKSANA MUKHA Company

- SMM: creation and execution of content plans, content creation, advertising in the social networks, the advertising campaigns in google, yandex, facebook, vk, pinterest, instagram and other social networks;

- work with the teaser and ppc networks;

- layout of email templates;

- implementation of email/sms mailing;

- maintenance of an account in Google Analytics (meter setting, goals, creating campaigns, traffic analysis, and consumer behavior);

- selection of key words. SEO website optimization: internal and external optimization;

- Front-end, Back-end: MySQL, JavaScript, PHP, HTML, CSS;

- website analysis (clarification of the level of competition of products and the position of the site, analysis of competitors sites);

- maintenance of advertising campaigns Yandex Direct and Google AdWords (keyword selection, development of text ads and banners, managing campaigns, analysis and monitoring of performance, optimization and efficiency);

- track performance indicators of web sites with Google Analytics and Yandex Metrics;

- retouching and preparation of layouts to print.

Web sites administrator | 08.2015 - 03.2016

LAKOR Company

- writing unique articles, news, descriptions, posts;

- website analysis (clarification of the level of competition of products and the position of the site, analysis of competitors sites).

- selection of key words. SEO texts and optimization: internal optimization;

- launch and support of advertising campaigns in Google AdWords;

- statistical analysis of advertising campaigns in Google and Yandex Metriks, and report on them;

- e-mail: - implementation of mailings to the existing customer base; finding cool customer database for mailings; development of newsletter templates;

- dissemination of information on web sites (management of groups and pages in the social. networks, blogs, forums);

SKILLS

Skill	Level
Photoshop	●●●●●
Illustrator	●●●●○
Adobe Flash	●●●○○
HTML&CSS	●●●●●
PHP/JS/MySQL	●●●●○
MC Office	●●●●●

Another skills:

• Architectural software: ArchiCAD, AutoCAD;

• Analysis software: ABK, LIRA, SCAD, Femap, OptCAD;

• Web development: Adobe Dreamweaver, phpDesigner, Denwer, Open server, Key Collector (a site: slovo-do-slova.com, visa.worknew.info, podobovec.com).

EDUCATION

Higher education | 09.2009 - 01.2014

Lviv national University "Lviv Polytechnic"

Direction "City Building and Management"

Middle technical degree | 09.2005 - 03.2009

Lviv College of construction, architecture and design

Direction "Residential and Industrial Construction"

Middle degree | 08.1997 - 07.2005

Lviv gymnasium "Prestige"

Lviv gymnasium "Prestige" (with profound studying of English language)

LANGUAGES

UKRAINIAN 100%

ENGLISH 75%

RUSSIAN 75%

INTERESTS

TABLE TENNIS

BOOKS

TRAVELS