

DMITRY KOLPAKOV

Digital Marketing Specialist

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📍 Bangkok (Thailand)



WORK EXPERIENCE

Digital Marketing Specialist / SEO Specialist

ProSkater.ru

📅 Apr 2014 - Feb 2016

📍 Moscow (Russia)

TOP-10 Fashion eCommerce (Russia)

1,000,000 visitors per month

- **ACHIEVEMENTS:**
 - Increased conversion by 40% (visitors / transaction) (0.7% to 1.05%)
 - Increased SEO traffic by 90% (150,000 to 285,000 visits / month)
 - Increased CPC traffic by 80% (198.000 to 356.000 visits / month)
 - Increased EMAIL traffic by 85% (25,000 to 47,000 visits / month)
 - Increased SMM traffic by 50% (21.000 to 31.500 visits / month)
- **RESPONSIBILITY:**
 - SEO promotion to TOP10 in Google search
 - Setting Google Analytics and Google Tag Manager
 - Launching EMAIL-Marketing in MailChimp
 - Set up Google.Adwords campaign
 - Optimizing landing pages for SEO
 - A/B testing triggers for landing page
 - Set up advertising campaign FaceBook
 - Built and managed link resources
 - Keywords SEO research
 - Coordinated team of 6 specialists

Mobile Marketing Specialist / SEO Specialist

Multiregional Transit Telecom

📅 Feb 2011 - Mar 2014

📍 Moscow (Russia)

One of the biggest Russian telecom companies

Promoted two Skype-like mobile apps YouMagic and BeamCall

- **ACHIEVEMENTS**
 - 200,000 downloads on Google Play and AppStore (YouMagic)
 - TOP-10 in Google search by keywords «8800», «internet calls», «virtual PBX»
- **RESPONSIBILITY:**
 - Promoted two mobile apps (YouMagic, BeamCall)
 - Develop some tools for Mobile marketing
 - Planned SEO strategies for websites
 - Optimized landing pages for SEO

ACHIEVEMENTS



200,000 downloads for mob app

(Mobile app for internet calls)



Increased SEO traffic by 90%

(150,000 to 285,000 visits / month)



Increased EMAIL traffic by 85%

(from 25,000 to 47,000 visits / month)



**Increased conversion by 40%
(visitor/transaction)**

(from 0.7% to 1.05%)



Increased CPC traffic by 80%

(from 198.000 to 356.000 visits / month)



Increased SMM traffic by 50%

(from 21.000 to 31.500 visits / month)

DIGITAL MARKETING

Google Analytics

Google Adwords

Google Tag Manager

SEO - Search Engine Optimization

EMAIL (Mail Chimp - Expert Sender)

ASO - Mobile Marketing

SMM - Social Media Marketing

Facebook Advertising

WORK EXPERIENCE

SEO Specialist / WEB Developer

VeresFood.com

Jan 2003 - Dec 2010

Moscow (Russia)

Leading Ukrainian producer of preserved vegetables and fruits

- **ACHIEVEMENTS**
 - TOP-10 in Google search by key groups of goods
 - 40,000 website visitors per month
- **RESPONSIBILITY:**
 - SEO promotion to TOP10 in Google search
 - Optimized landing pages for SEO
 - Built and managed link resources
 - Keywords SEO research
- Develop and improve website VeresFood.com
- Develop and improve website Itan.ru
- Develop and improve website Pikanta.ru

LANGUAGES

English

Advanced



Russian

Native



SUMMARY

+6 years of experience in digital marketing and +3 years as WEB developer

Digital marketing in TOP10 Fashion E-commerce

Promotion mobile app in mob stories +200,000 downloads (online calling)

DIGITAL MARKETING:

Search Engine Optimization

Google Analytics + Google Tag Manager

Google Adwords

Email Marketing (MailChimp, Expert Sender)

Facebook Advertising

TECH KNOWLEDGE:

Web-Coding: HTML, CSS, PHP, MYSQL

CMS: WordPress, Joomla, Modx, NetCat, Bitrix

PROJECTS

UrlUtm.com

Date period

Location

- Smart UTM LINK Builder

DK-SEO.com

Date period

Location

- Online Marketing Library

CERTIFICATES

Google Analytics Exam

<https://goo.gl/Xx6q6d>

Google Adwords Exam

<https://goo.gl/Xx6q6d>

Yandex Direct Exam

(Russian Google Adwords)

Php Pro (2005)

Specialist.ru

WEB CODING SKILLS

HTML



PHP



SQL



CSS

