

# Ivan Velykyi

Marketing Manager & Growth Specialist

ivn.veliky@gmail.com

[t.me](#): @eevan\_it

Kharkiv, Ukraine

## EXPERIENCE

### **WhyKingz — International iGaming Brands — Marketing Manager**

Nov 2024 – Sep 2025

Identified and onboarded traffic partners across international markets

Managed paid acquisition campaigns via Facebook Ads with budget optimization

Developed high-converting ad creatives with Design and Product teams

Monitored KPIs and prepared monthly performance analytics

### **CMaffs — Crypto Affiliate Network — Affiliate Manager**

May 2024 – Nov 2024

Led lead generation and international partnership negotiations

Optimized traffic sources through data-driven performance analysis

Launched separate project with partners in new verticals

Managed CPA/CPL models with international and Ukrainian partners

### **GlobalLogic — Medical Enterprise Systems — Middle Software Engineer**

2019 – 2023

Developed medical enterprise system for pre-production drug testing

Built client-server and web applications using .NET Core and Angular

Applied Agile/Scrum methodology in project execution

## SKILLS

Affiliate Marketing

Media Buying (Facebook Ads)

Lead Generation

Traffic Analysis.

International Negotiations

Partner Relations

API Integration

.Net, HTML/CSS/JS, Python

AI Tools (ChatGPT, Claude)

## LANGUAGES

English – Advanced

Ukrainian – Native

Russian – Native

## EDUCATION

### **Kharkiv Aerospace University "KhAI" — Bachelor of Computer Science**

2016 – 2020

System Programming department