

Ivan Velykyi

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EXPERIENCE

WhyKingz — International iGaming Brands — Marketing Manager

Nov 2024 – Sep 2025

Built and managed relationships with international traffic partners across multiple markets

Negotiated partnership terms and coordinated acquisition strategies with internal and external stakeholders

Collaborated with Design and Product teams to align creatives with partner and market needs

Monitored KPIs and prepared monthly performance analytics

Managed paid acquisition campaigns via Facebook Ads with budget optimization

CMaffs — Crypto Affiliate Network — Affiliate Manager

May 2024 – Nov 2024

Led international partner outreach, negotiations, and relationship management across crypto and affiliate markets

Optimized traffic sources through data-driven performance analysis

Launched separate project with partners in new verticals

Negotiated CPA/CPL conditions with both international and Ukrainian partners, aligning incentives and performance expectations

SKILLS

International Negotiations

Lead Generation

Partner Relations

Traffic Analysis

AI Tools (ChatGPT, Claude)

Affiliate Marketing

Media Buying (Facebook Ads)

API Integration

.Net, HTML/CSS/Javascript, Python

LANGUAGES

English – Advanced

Ukrainian – Native

Russian – Native

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

EDUCATION

Kharkiv Aerospace University "KhAI" — Bachelor of Computer Science

2016 – 2020

System Programming department