

Ivan Velykyi

Marketing Manager & Growth Specialist

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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

Oct 2023 – Oct 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

EDUCATION

Kharkiv Aerospace University "KhAI" — Bachelor of Science

2016 – 2020

System Programming department

SKILLS

Affiliate Marketing

Media Buying (Facebook Ads)

Lead Generation

Traffic Analysis.

API Integration

.Net, HTML/CSS/JS, Python

AI Tools (ChatGPT, Claude)

International Negotiations

Partner Relations

LANGUAGES

English – Advanced

Ukrainian – Native

Russian – Native