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WORK EXPERIENCE

Relevant Software

Marketing manager [March 2019 – January 2020]

- Analysis of previous company's marketing strategy & activities
- Developing & managing new marketing strategy & plan
- Aligning marketing strategy with sales plan & activities
- Marketing budgeting
- Preparing the documentation of the export programs
- Analyze marketing & sales data to make recommendations on optimization
- Tracking KPIs on a regular basis & presenting reports
- Co-creating content marketing strategy & content plan
- Improve & unifying the style, tone, & voice of company's content
- Supervising content marketing manager work & performance
- Providing feedback to the contributors, supervising writers' content
- Improving company presence on B2B listing platforms
- Dedicated Quora marketing strategy preparing, launching & managing
- Working with sales team to improve outbound campaigns
- Launching, leading & tracking Facebook Ads & LinkedIn Ads campaigns
- Preparing IA & messages concepts for the company website
- Working with a designer on new visual brand identity
- Lead all design & copywriting for the company website, marketing & sales materials
- Ensuring consistency & integrity behind company's brand guidelines
- Video content marketing strategy preparing
- Supervising video content production

Yellbee

Head of marketing [August 2018 – March 2019]

- Marketing strategy & plan development
- Documenting road maps & marketing processes
- Developing the strategy for pricing packages, promotion & selling
- Collaboration with key stakeholders on entry strategies for target markets
- Working with the product team on improving & developing the product
- Optimization of the customer journey to product feature adoption & usage

- Improving pitch deck of the product; adjusting it to target markets
- Keeping the company up-to-date with market trends & competition
- Development of new conceptions for product's positioning & messaging
- Content marketing strategy reviewing & rethinking
- Managing blog writers, content supervising
- Optimizing existing content for search engines & lead generation
- Establishing marketing automation & lead nurturing processes
- Hiring marketing specialists for in-house team
- Search, evaluation & hire of the contractors
- Building & managing email marketing campaigns
- Launching, leading & tracking Facebook Ads campaigns
- Google Ads setting-up & overall campaign managing
- Creating flows & scripts for Facebook chatbots

Ergonized

Marketing manager [August 2017 – July 2018]

- Analyzing & updating of the general marketing strategy
- Rethinking & creating niche strategies for specific areas of the market
- Quarterly market research & competitors analysis
- Gathering & analysis of customers' insights, competitors' data & activities
- Content strategy preparing, management of the writers, content publishing & distribution
- Copywriting
- Preparing & tracking website & landing pages creation
- Testing & improving landing pages for marketing campaigns
- Launching & leading email marketing campaigns
- SM presence planning & launching
- Basic SEO optimization of web pages
- Launching, leading & tracking Facebook Ads campaigns
- Google Ads setting-up & overall managing
- Sales support materials preparing, improving & updating
- Sales campaigns supporting

Exoft

Marketing manager [June 2016 – August 2017]

- General marketing strategy preparing
- Market research & analysis
- KPIs reports defining & preparing
- Gathering & analysis of customers' insights, competitors' data & activities
- Content strategy preparing,
- Management of the content creation & distribution
- Copywriting
- Preparing, launching & tracking lead generation campaigns
- Preparing IA, copy & messages for company's website

Managing company's website design design & development
Preparing, testing & improving landing pages
Co-working with designer to provide rebranding
Co-working with SEO specialist for audit & improvements
Email marketing strategy development & implementation
SMM planning, launching, supervising
Launching presence on the online marketing platforms
Sales support materials preparing, improving & updating
Sales campaigns supporting (copy, tools setting up, leading, tracking, measuring)
Tracking & analysis of the marketing performance

Archetype agency

Marketing generalist, digital strategist [January 2016 – May 2016]

General marketing strategy creating
Market & competitors research & analysis
Building information architecture for company website
Supervising texts creation & messaging
Supervising website design process
Rethinking marketing & sales support materials
Designing content marketing strategy
SMM strategy development
Preparing a flow for the marketing activities by each channel
Defining KPIs, preparing performance tracking templates

Redentu

Marketing manager [December 2015 – June 2016]

General marketing strategy preparing
Business development strategy improving
Creating activities plan & detailed processes description
Services, solutions & offerings expanding
Gathering & analysis of customers' insights, competitors' data & activities
Content marketing strategy preparing
Content creation supervision; content management & distribution
Copywriting
Lead generation campaigning
Email marketing strategizing & implementing
Managing company's social media

Ferra Studios

Digital marketer, growth hacker [June 2015 – December 2015]

- Generating ideas for marketing tools
- Working on product's MVP build & improvement
- Market research & analysis
- Product's marketing strategy creation & implementation
- Creating mockups for services' landing pages
- Preparing copy for the landing pages
- Writing articles for the blog
- Lead generation campaigns planning & providing
- SM presence planning & providing
- Influencer marketing campaigning
- Management of the content writers
- Advanced measuring & reporting

Freeze Pro Software

Marketing specialist [July 2014 – June 2015]

- Development & implementation of the marketing plan
- Redesign of corporate web-pages & landings
- Improving text & messages of company's website
- Marketing materials preparing
- Market research & analysis
- Email marketing campaigns planning & providing
- Lead generation campaigning (LinkedIn)
- Content management
- SM presence planning & providing

Cruel Poker

PR & marketing specialist [July 2014 – April 2015]

- Creating short-term marketing plan for idea validation
- Co-working with designer on visuals & branding (banners, leaflets, business cards etc.)
- Preparing & improving web-pages & landings
- Preparing & holding online promo activities
- Presenting & pitching the product at live events
- SM presence planning & managing
- Building email marketing chains
- Guerrilla marketing activities
- Working on forums & communities
- Online buzz monitoring & processing
- Ongoing customers support

Comarch S.A.

Marketing specialist [April 2011 – December 2013]

Writing & translation articles, press releases, marketing materials
Corporate websites administration & content management
Managing databases of the leads & prospects
Copywriting & rewriting texts for the company's website
Working with designers to create visual content
Telemarketing & email marketing campaigning
Organization of conferences & workshops
Social media marketing

Help desk specialist [October 2008 – March 2011]

Technical support of the customers
Communication with the potential clients
Consultations about EDI products & services

EDUCATION

Ivan Franko National University of Lviv [September 2004 – July 2009]

Masters Degree in journalism, speciality 'Management & Advertisement in Mass Media'

LANGUAGE PROFICIENCY

English – pre-advanced
Ukrainian – native
Russian – fluent
Polish – upper-intermediate

COMPUTER SKILLS

Software/Services/Tools used:

MS Office, Wordpress & other CMS, SideKick, Mailchimp, Reply, Google Analytics, Google Ads, Invision, Buffer, Mention, SEMrush, InsideView, Alexa, SimilarWeb, Keywordeye, KWfinder, FanpageKarma, Followerwonk, Canva, Zoho, JIRA, Trello, Bitrix24, BizTalk, Buildwith.

PERSONAL INFORMATION

Qualities: responsibility, persistence, multitasking, creative mindset, self-starter, performance driven.
Hobbies: music, books, movies.