

# Yana Petrova

*PPC Manager / Marketing Manager / Consulting*

## Contacts

**Telegram:** @y\_petrova

**Mail:** yana.petrova.1993@gmail.com

## Personal Details

**Date of Birth:** 23.04.1993

**Nationality:** Ukrainian



## Higher education

2015 - V.N.Karazin Kharkiv National University

Master's degree, Ecology and environmental protection, Ecologist, University Teacher

## Experience

*Unizoo.pl, Poland*

*Apr - Oct 2022*

*Contract / Full-time*

**Marketing manager**

*Flex company ( Projects Lunaly/TUR/Flex/Roadbuilder)*

*August 2021 - February 2022*

*Full-time*

**Marketing manager**

*ProductiveShop company, Canada*

*Oct 2020 - current time - consulting*

*Contract / Part-time*

**PPC Specialist - Senior**

*Otto project (Kz, Ua, Ru), Ukraine*

*February 2020 - February 2022*

*Part-time*

**Marketing manager**

*Sl-ira company, Ukraine*  
*August to November 2019*  
*Full time*  
**Marketing manager**

*Roman.ua company, Ukraine*  
*May 2018-May 2019*  
*Part-time*  
**PPC Specialist**

*Promodo company, Ukraine*  
*October 2014 - October 2017*  
*Full time*  
**PPC Specialist - Middle**

## **Skills**

- Team management as a leader (10 people - content managers, smm specialist, fb specialist, developers, ppc specialists, email specialists, instagram managers, designers);
- Selection of specialists for the team;
- Personnel training and management;
- Ability to convey the task and give a clear technical statement to specialists (developers, designers, email, content manager, etc.);
- Search for new online channels, testing new sources;
- UI/UX - website structure analysis, filters, design, testing of buttons, banners, structure changes for better results
- Communication with contractors, determination of efficiency, launch control and impact analysis (ADM affiliate program, online magazines, media).
- Expert knowledge of Google Ads, Google Analytics, Yandex Direct, Yandex Market, Yandex-Metrica, Google Merchant Center;
- Worked with VIP projects: kaup.de - Estonia, 220.lv - Latvia, Kazakhstan - Avon, Otto-trade, Krisha, Market, Kolesa. There were many projects in Ukraine. Among the famous are Fellini, Deka, Letu, Concert.ua, Dobovo, Intimo, Florium. Payit, Noble Dental (Canada);
- Worked with B2B and B2C projects;
- Worked with marketplaces - Prom.ua, Lebutik, Allegro, Ceneo, Amazon;
- Creation, maintenance, analytics and optimization of advertising campaigns in Bing, Facebook, Instagram, Youtube;
- YouTube promotion. Development of a channel promotion strategy;
- Maintenance and promotion of mobile applications;
- Creation of custom and automated reports in Google Analytics, Supermetrics, Google Sheets;
- Installing scripts, adapting them for projects;

- Knowledge of Power BI and Data Studio - the ability to generate and analyze reports;
- Basic knowledge of Google Tag Manager;
- Deep knowledge Excel;
- Deep knowledge of the Espunik and Mailchimp cabinets;
- Working with 1C - the ability to generate and analyze reports;
- Works in Worksection, Activecollab, Trello, Slack systems;
- Development of training for beginners;
- Conducting audits on a regular basis, media planning, participating in sales, writing cases and articles;
- Conducting professional and meetings, making a Skype call;
- Organization of business meetings;
- Development of strategies for the optimization and development of projects.

### **Extra skills:**

- Understanding of the business model, all stages of production, delivery method, communication of the call center with customers, packaging, etc. All of these are of great importance for brand reputation and online sales. During the research I give my recommendations for improvement;
- Worked with CPA programs;
- SQL;
- BigQuery;
- Understanding of all traffic resources and their interaction;
- Completed GreenForest English courses - 2 levels - Intermediate and Upper. These were intensive courses, so at this stage I am still studying English with a tutor;
- I attended master classes on remote teamwork, team building, brand PR, time management.
- I watch cases PPC, SMM, Marketing and Youtube, arbitrage traffic and general PR strategies.
- Finished classes with settings Power Bi.
- [Cases](#)

### **Languages**

Russian - native

English - Upper-Intermediate

Ukrainian - fluent

### **Personal qualities**

Demanding, structuring processes, finding the best ways to implement the plan.

Organization of work processes, delegation of tasks to the team by skill level, enabling comfort for everyone in the team. Active, striving for progress and development, responsible, friendly, aimed for the result.