

Oleksandr Shpintal

Digital Marketer

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Summary

Digital Marketing Specialist with over 7 years of experience. Skilled at planning, executing, and optimizing online marketing strategies. Promote products successfully through multiple digital strategies. Excellent knowledge of SEO, SEM and E-commerce marketing tools. Strong WEB development skills including working with popular CMS and tools such as HTML, CSS, PHP, and JavaScript. Achieves consistent results through proactive campaign tracking and a strong technical skill set.

Skills

Search Engine Marketing	Google Ads, Bing Ads
Search Engine Optimization	Google organic, Bing organic
Web Analytics Tools	Google Analytics 4, Google Search Console, Google Dashboards, Semrush, Ahrefs, SimilarWEB
E-commerce Tools	Google Merchant Center, Google Tag Manager, Facebook Ads
WEB development	WordPress, Wix, Joomla, OpenCart, Bitrix, HTML, CSS, PHP, JavaScript
Microsoft Office 365	Outlook, Word, Excel, Powerpoint, Teams
Graphics Editors	Adobe Photoshop, Adobe Illustrator, Corel Draw
Graphic Design Tools	Figma, Canva

Work Experience

KVshop

Digital Marketing Manager

Full Time - Lviv, Ukraine

June 2021 - December 2024

- **Search Engine Marketing.** Strategised, developed, and managed paid digital marketing across Google Ads and Bing Ads with monthly budget of \$50,000, resulting in about \$1,000,000 in monthly revenue.
- **Search Engine Optimizations.** Increased organic blog traffic by 650% in 6 months after full technical optimisation, creation and implementation of new SEO strategy. Launched SEO campaign for high volume and long-tail keywords that increased organic traffic by 210% and revenue by 130% in 4 months.
- **Email Marketing.** Developed agile email campaigns using CDP tools based on customer interactions with the platform, increasing retention by 23% and revenue from this channel by 140%.
- **Website management.** Published blog articles, worked with promotional products, placed meta tags and texts for items categories on the website in accordance with SEO best practices.
- **Team management.** Communicated and defined tasks for related departments, such as the IT department, the design department and freelance copywriters, according to the needs of the digital marketing department.

Pocutska Ceramics

Digital Marketer | WEB developer

Part Time - Remote, Ukraine

March 2016 - July 2023

- **Website Development.** Developed a website on Bitrix CMS, implemented full technical compliance with SEO requirements, multilingualism, E-commerce analytics, Google Analytics 4.
- **Search Engine Marketing.** Ran and managed paid digital marketing campaigns through Google Ads platform. A monthly budget of \$2,000-3,000, resulting in about \$50,000 in monthly revenue.
- **Search Engine Optimizations.** Defined tasks for copywriter, build SEO structure of the website. Launched SEO campaign for high volume keywords, that generated around 9,000 unique visitors and 290 customers in 6 months.
- **Email Marketing** Developed email campaigns using website databases, increasing revenue from this channel by 95%.

Prosto

Co-founder | Digital Marketing Manager | WEB developer

Full Time - Lviv, Ukraine

December 2020 - June 2021

- **Website Development.** Used popular CMS such as WordPress, Wix, Joomla, OpenCart to develop websites and landing pages. Also used web programming skills to work on self-publishing websites.
- **Search Engine Marketing.** On the Google Ads platform, ran and managed paid digital marketing campaigns with an average ROMI in the range of 3,000 - 6,000%.
- **Search Engine Optimizations.** Analyzed and technically improved websites, developed and implemented SEO marketing strategies.
- **Website management.** Maintained the viability and improved the performance of websites and landing pages.
- **Project management.** Delegated responsibilities within the team. Communicated with potential and existing clients.

Hype

WEB developer

Full Time - Lviv, Ukraine

May 2020 - November 2020

- **Website Development.** Responsibilities included the development, maintenance and enhancement of web resources using popular CMS platforms.
- **Search Engine Optimizations.** Carried out full technical optimisation in accordance with the brief and best SEO practices. Was involved in the development and implementation of SEO strategies.
- **Website management.** Worked with blog articles, filling web pages with content and meta tags.

Education

Ternopil National Economic University

Master's degree in Computer Software Engineering

Ternopil, Ukraine

September 2018 - March 2020

Ternopil National Economic University

Bachelor's degree in Computer Software Engineering

Ternopil, Ukraine

September 2014 - July 2018

Languages

English

Ukrainian

Russian