

## Contact

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## Top Skills

Marketing Strategy  
E-commerce  
Digital Marketing

## Languages

Ukrainian (Native or Bilingual)  
Russian (Native or Bilingual)  
English (Professional Working)

# Eugene Ilnytskyi

Head of the digital marketing agency Eprofit  
Ukraine

## Summary

I'm Head of Agency with more than 9 years of experience in Digital Marketing and E-commerce in Europe and the USA.

### Skills:

Team management (Up to 15 people)  
Project management  
Out-of-the-box thinking  
Digital Marketing Strategy

### Channels and tools:

Task Manager - Worksection, Asana, Trello, Notion.  
PPC - Google Ads (+Merchant Center), Facebook/Instagram Ads, Amazon PPC.  
SEO - Google Search Console, Serpstat, Semrush, Ahrefs.  
SMM - Facebook, Instagram, Hootsuite.  
Email - Mailchimp, Sendpulse, Esputnik, Mixpanel.  
Marketplaces - Amazon, eBay.  
Usability - Hotjar, Google Optimize  
Web-analytics - Google Analytics, Facebook Analytics, Google Tag Manager, Power Bi.  
Web-development - HTML, CSS, JavaScript.  
App - Mixpanel, Firebase, Google Console.

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## Experience

### Eprofit

#### Head Of Agency

February 2018 - Present (2 years 10 months)

Kyiv, Ukraine

Project Management - Managing a remote team of 12 people. Build and maintain project team structure. Developing and implementing procedures. Controlling tasks (Worksection, Trello, Notion). Responsible for day-to-day decisions.

Digital Marketing - Responsible for achieving client's KPIs using main digital marketing channels: Google Ads, Facebook/Instagram Ads, SEO, Email marketing and automation, Amazon, Web-Analytics, Usability + Web-development (creating websites).

Sales - Development of commercial offers. Searching for new clients.

Conducting demo for clients. Preparing agreements.

HR - Skype interviews. On-boarding. Creation of a team structure.

Finance - Analyzing and planning P&L and Cashflow. Payments coordinating.

Achievements:

- 1) 15+ clients from Ukraine, Europe, and the USA.
- 2) Make the agency profitable.

Aluint

Head of Ecommerce

October 2017 - February 2018 (5 months)

Kiev Region, Ukraine

Ukraine:

- Developing and maintaining main channels of sales (website, prom.ua, ibud, all.biz, olx, facebook shop);
- Managing all digital marketing channels (PPC - Google Adwords, SMM - Facebook, Email - Mailchimp, SEO);
- Implementing CRM;
- Measuring KPIs and preparing budget;
- Enhancing brand awareness (articles, banners, social network, reviews);
- Searching and analyzing main competitors;
- Budget, sales, and inventory pipeline forecasting;
- Creating and optimizing websites (aluint.com.ua, aluint.net, aluint.info).

USA

- Maintaining and Increasing sales on Amazon;
- Launching marketing campaigns that promote products on Amazon;
- Keywords optimisation;
- Driving product reviews;
- Shipping items from Ukraine to USA (carrier, warehouse)
- Registrating trade mark
- Measuring KPIs and preparing budget;

Managing a team of four contractors.

Achievements: sales increased by 300%

## Unitrade Group

### Head Of Ecommerce

September 2015 - October 2017 (2 years 2 months)

Ukraine

#### B2C:

- Responsible for sales channels: eBay, Amazon, Website, Rakuten;
- Knowledge of USPS, FedEx, UPS shipping rules, regulations, and safe packaging practices;
- Participating in all stages of negotiation with supplier to client's orders;
- Launching the website and mobile version;
- Integrating web services: ekomi (Seller Ratings), shipstation (Shipping Software for eCommerce order fulfillment), RingCentral;
- Online promotion: Google Shopping, Google Analytics, E-mail marketing (MailChimp), SEO;
- Implementation of the main KPI's;
- Supervising promoted listing, markdown campaigns, PPC campaigns and other marketing tools in order to maximize the profits in the middle-term.

#### B2B:

Searching for customers;

Maintaining transactions with customers from the USA, Ecuador, Netherlands, Poland and other countries;

Negotiating with clients and suppliers.

Managing a team of eight plus contractors

Achievements: net profit; sales increased by 500%

## modnaKasta

### Head of Digital Marketing

February 2015 - September 2015 (8 months)

Ukraine

- Controlling all traffic sources (PPC, organic, email, banners, CPA, social media marketing);
- Creating, controlling and optimizing campaigns in Google Adwords, Yandex Direct, Facebook, and Vkontakte;
- Setting and analyzing Google Analytics (goals, filters, custom reports) and Yandex Metrica;

- SEO;
- Email-Marketing (more than a million subscribers);
- SMM (Facebook, Vkontakte)
- Creating Landing Pages;
- Monitoring the sites and activities of competitors (similar web);
- Monthly performance reporting, monitoring the main KPI;
- Monthly budgeting;
- Managing a team (five employees) and achieve KPI.

Website attendance more than 4 million visitors per month.

## Citycom

### Head Of Digital Marketing

August 2011 - February 2015 (3 years 7 months)

Ukraine

- City.com brand promotion on the Internet;
- Control all traffic sources (ppc, organic, email, price aggregators, remarketing, banner, cpa, social media marketing);
- Create and control campaigns in Google Adwords and Yandex Direct;
- Setting and analysis of Google Analytics (goals, filters, custom reports) and Yandex Metrica;
- SEO-optimization - internal optimization, control contractors, checking texts;
- Email-Marketing: promotional, news, reviews and others. letters using Unisender;
- SMM - Promotion the brand in the social networks: Facebook and Vkontakte;
- A/B tests of the site to increase conversion using VisualWebsiteOptimizer;
- Redesign of the site (design, control at all stages);
- Preparing the promo pages;
- Preparing and starting the actions (3 units. per week);
- Monitoring the sites and activities of competitors (also via similarweb);
- Monthly performance reporting, monitoring the main KPI;
- Managing a team (five employees) and achieve KPI

## LocoMotiv

### Digital Marketing Specialist

February 2011 - August 2011 (7 months)

- Create and control campaigns in Google Adwords and Yandex Direct;
- SEO-optimization - internal optimization, control contractors, checking texts;
- Brand promotion;
- Increase website traffic;

- Setting and analysis website with Google Analytics and Yandex Metrica;

## Babyfoot

### Marketer

September 2010 - February 2011 (6 months)

- Promoting a new product
- Attract the attention of the consumer to the product
- Advertising on Google Adwords and Yandex Direct
- Presentation benefits of goods at exhibitions
- Delivering goods to retail outlets by the car

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## Education

### Kyiv National Economics University

Master's Degree, Marketing and Human Resource

Management · (2006 - 2010)