

Yevhen Ilnytskyi

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Head of Digital Marketing

With over 13 years of experience in digital and mobile marketing, my journey includes significant work at SplitMetrics, establishing a marketing agency and supporting partnerships with industry leaders like Viber, italki, Freeletics, and AutoTrader. Throughout my career, I've had the opportunity to launch two marketing agencies, an app and dropshipping e-commerce.

My digital marketing experience includes working with different B2C and B2B businesses like fitness gym chains, agro-farming startups, e-commerce, and agencies in EMEA and the US. My strongest skills are analyzing data using Analytics to dive deeper into insights, creating digital marketing strategies from scratch, finding new approaches for lead generation, and enhancing funnels and website usability. I have significant expertise in SEO, PPC, and Email marketing channels. I've been involved in numerous website projects, both in creating new ones and rebuild existing ones. You can find some examples at <https://eprofit.website>.

I believe in continuously enhancing my skills and keeping up-to-date with the latest tools and technologies. My toolkit includes Trello, Asana, Confluence, Loom, HubSpot, Miro, Google Data Studio, Google Analytics, Mailchimp, WordPress, Ahrefs, Google Ads and more.

WORK EXPERIENCE

SplitMetrics • London, England, United Kingdom

10/2020 - 12/2023

An ecosystem of products and services for Apple Search Ads optimization, app launch, A B testing, ASO and fully managed app growth

Head of SplitMetrics Agency

- <https://splitmetrics.com/agency/>
- I successfully established and led a marketing agency, building a team of 22 and overseeing a portfolio of up to 30 active clients monthly.
- Created solutions (services + products) that attracted high-profile clients, including Viber, Freeletics, Delta, Autotrader, and italki.
- Developed go-to-market strategies and conducted strategic sessions, resulting in over £1m in annual recurring revenue.
- Actively engaged in client deals, including negotiations, offerings, and legal aspects, successfully securing and maintaining major accounts with an average contract value of £120,000-220,000.
- Effectively managed budgeting and P&L, leading to profitability and significant cost reduction.
- Implemented an OKRs framework, that enabled the team to double our average contract value.

- Participated in Quarterly Business Reviews with Apple, our main tech partner, presenting our work results, such as the adoption of new features or the improved performance of enterprise accounts, thus strengthening our partnership with Apple.
- Under my leadership, the agency was recognized as a finalist in the App Growth Awards.

Eprofit • Kyiv, Ukraine • Hybrid

02/2018 - 01/2022

Head of Digital Marketing Agency • Full-time

- <https://eprofit.com.ua>
- <https://eprofit.agency>
- Established and expanded a digital marketing agency, overseeing a team of up to 20 specialists.
- Managed and negotiated client relationships, securing deals with more than 40 global clients, including prominent names like Fieldbee, Multiplex, and Sportlife.
- Developed offerings (including conditions and pricing) for services such as SEO, Email Marketing, PPC, Web Development, and Web Analytics.
- Successfully managed and negotiated client relationships, securing deals with over 40 global clients, including notable names like Fieldbee, Multiplex, and Sportlife.
- Efficiently handled financial management to sustain the agency's profitability.
- Developed and executed growth strategies, positioning Eprofit as a reliable and trusted digital marketing partner.

Aluint • Kyiv, Ukraine • On-site

10/2017 - 02/2018

Head of Ecommerce

- Goal: Expand US market presence for an innovative designer furniture company through Amazon distribution.
- Enhanced key sales channels (Amazon, website, other marketplaces), resulting in a 300% increase in sales.
- Established and managed a team of 5, focusing on sales and logistics.
- Coordinated logistics from Ukraine to the USA, ensuring effective cargo deliveries.
- Successfully registered the company's trademark, securing brand identity.
- Implemented CRM systems, enhancing customer feedback integration and production efficiency.

Unitrade Group • Kyiv, Ukraine

09/2015 - 10/2017

Head Of Ecommerce

- Goal: Establish US sales to achieve \$120k in monthly revenue.
- Established sales channels (Amazon, eBay, our website) generating over 300 monthly sales.
- Conducted negotiations with suppliers to optimize stock acquisition, positively impacting overall profit margins.
- Collaborated with the development team to automate tasks such as site parsing and price adjustments, significantly enhancing operational efficiency.
- Successfully launched and integrated the company's website with various services like ekomi, shipstation, and RingCentral, contributing to a seamless and integrated online presence.
- Managed financial aspects, including P&L and cash flow, to ensure revenue and profitability targets were met.
- Expanded B2B sales by securing customers from diverse regions, including the USA, Ecuador, Netherlands, Poland, and more.

- modnaKasta • Ukraine • On-site** **02/2015 - 09/2015**
Head of Digital Marketing

 - <https://kasta.ua> - online fashion store with almost 2m sessions per month
- Citycom • Ukraine** **08/2011 - 02/2015**
Head Of Digital Marketing

 - Electronics store
- LocoMotiv • Ukraine** **02/2011 - 08/2011**
Digital Marketing Specialist

 - Digital marketing agency

EDUCATION

- Master's Degree in Marketing and Human Resource Management**
 Kyiv National Economics University 01/2006 - 12/2010

CERTIFICATIONS

- Product Management** 01/2024 - 03/2024
 BrainStation

PROJECTS

- MMP app** 11/2023 - Present

As the Head of a Mobile Marketing Agency, I constantly struggled to keep up with the latest industry news and trends, bouncing between numerous websites and forums. It struck me that while we were busy promoting apps, there wasn't a single app dedicated to mobile marketers like us. That's when I decided to create MMP, a one-stop app for mobile marketing professionals to access news, events, jobs, tools, and a community forum.

MMP (Mobile Marketing Professionals) is an essential app for mobile marketers, offering:

- **News:** Stay updated with the latest mobile marketing news and trends.
- **Events:** Never miss an event! Plan ahead and get reminders.
- **Jobs:** Explore tailored job listings directly within the app, making it easy to find and apply for relevant opportunities.
- **Tools:** Access handy marketing tools and resources for ASO, User Acquisition, and Retention.
- **Community Chat:** Connect with peers, ask questions, and share insights in our friendly community forum.

MMP simplifies your mobile marketing journey, bringing everything you need together in one place.

<https://mobilemarketing.app>

<https://apps.apple.com/us/app/mmp-community-news-events/id6451174652>

SKILLS

Digital Marketing

- Conversion Optimization
- Digital Marketing
- Digital Strategy
- E-commerce
- Email Marketing
- Facebook Ads
- Google Ad
- Google Analytics
- Marketing Strategy
- New Market Expansion
- Pay Per Click (PPC)
- Search Engine Optimization (SEO)
- Social Media Marketing
- Traffic Management
- Usability
- Web Analytics
- Web Development (HTML, CSS)

Mobile Marketing

- A/B Testing
- Apple Search Ads
- ASO (App Store Optimization)
- User Acquisition

Management

- Budget Management
- Business Planning
- Entrepreneurship
- Financial Management
- Financial Planning
- Objectives and Key Results (OKRs)
- People Management
- Problem Solving
- Project Management
- Strategic Thinking
- Team Leadership