



Roldugin Andrew

Online Marketing Expert \ Product Owner

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teoxberlin@gmail.com

www.teox.eu

SKILLS

- Strategic Planning
- Agility and Adaptability
- Project Leadership
- Content Marketing
- Social Media Marketing
- SEO Marketing
- Email Marketing
- Online Advertising
- Pay-Per-Click
- Social Media Advertising

ABOUT

Over 10 years of experience in Internet marketing, more than 5 years of experience in team management (web development).

Managed a team of 4-12 people (development/outsourcing). Due to my knowledge of programming languages and Internet marketing, I successfully adapt my experience to work in IT.

Education

- **IT Project Manager** - Beit Nelly College, Israel
- **Internet Marketing** - SEO Studio, Internet Marketing Courses

Web Development

- Frontend (HTML, CSS)
- WordPress
- Woo Commerce on WordPress

Frameworks

- **PHP** Laravel
- **PHP** Yii2
- **CSS** Materialize
- **CSS** Bulma
- **CSS** UIKit

Special Soft

- Final Cut Pro
- Figma
- Photoshop
- Atom

For Advertising

- Scripts for online Ads
- Media content for social media
- Video: stories, shorts, reels

EXPERIENCE

Product Owner

April 2021 - Now
Berlin, Germany

Designers Place GmbH

Developed a new product for the company, assembled a development team and managed the workflow from design to product MVP. Conducted negotiations with investors and prepared analytical presentations on product promotion, market analysis, and project profitability assessment.

My responsibilities include:

- Creating a project development plan
- Negotiations with investors
- Creation of a detailed development plan
- Research of European markets, search for the market niche, analysis of the target audience
- Setting up advertising campaigns in order to test the idea
- Creation of a marketing plan for product development
- Calculation of work costs - budgeting

Project management

- Pre-project analysis, planning
- Budget, team and resource management
- Contractor management
- Task scheduling for development team
- Monitoring of scheduled tasks
- Test control of completed tasks
- Research of technological solutions in the field of social networking APIs
- Finding technology solutions for user tasks

Project Manager

Dec 2019 - Apr 2021
Berlin, Germany

Designers Place GmbH

Website development and promotion. Creating an online strategy for the company, search and analysis of online marketing tools to increase the customer base. Search for alternative ways of advertising to attract customers.

Project Manager

Apr 2016 – Nov 2018
Tel-Aviv, Israel

Starttime

Creation of a digital agency for website development and promotion services on the Internet. Assembled a team of 4 developers and organized the workflow in Jira. Led clients from the first call to the receipt of the product, through HubSpot CRM. Achievement: the firm had a turnover of over 100,000 ILS per year.

Working with the client:

- Identifying client needs
- Developing the client's project plan
- Estimating the duration and cost of the project
- Personnel management (assignment, supervision)
- Setting tasks in Jira

Marketing projects:

- Identifying and describing client's business goals and objectives
- Creation of a step-by-step plan for promotion, preparation of presentations for the client with options to achieve their goals
- Implementation of search engine optimization on the website - creation of terms of reference for the developers
- Automation of website promotion, creation of terms of reference for content writing and external optimization of the website
- Planning of advertising, setting up advertising in social networks
- Creation of contextual advertising in Google Ads
- Analysis of results and generating reports for the client
- Making proposals for optimizing and improving performance

Course organizer / lecturer

Oct 2015 – Mar 2018
Tel-Aviv, israel

Beit Nelly College

Based on my extensive experience, I have designed several unique courses for start-up businesses in Israel. I successfully ran four sets of courses. Each set was divided into several logical modules, which allowed the student to get a practical idea of the methods of business promotion.

Web Manager / SEO expert

Jan 2016 – May 2016
Tel-Aviv, Israel

Medinex

Maintaining and developing a website, developing a marketing strategy to promote the company's services, and managing a remote team. Analysis and adjustment of advertising channels to attract clients.



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Web Manager / SEO expert

Dec 2014 – Mar 2016
Tel-Aviv, Israel

KOVALENKO-ZERNOPOLSKY & CO LAW OFFICES and NOTAR

Creation and optimization of the website of the lawyer's office. Analyzed the target audience and created a marketing strategy to promote the service and build brand reputation. Developed the company's website from scratch, from design and analysis, to the full development of all pages of the site on CMS Joomla.

During the work brought the site to the top of Google search on the major requests related to obtaining help from lawyers in matters of citizenship and repatriation to Israel.

Responsibilities included:

- Competitor analysis
- Creation of promotion plan
- Creation of company website architecture
- Development of IU\UX components for the site
- Development and promotion of the site in search engines

SEO Consultant

Mar 2013 – Feb 2014
Kiev, Ukraine

Komsomolskaya Pravda, Mass media

- Analysis of existing traffic;
- Selection of hot keywords;
- Working with the editorial team to implement hot keywords;
- Optimization of each article;
- Analysis of possible traffic;
- The integration of promotion systems;
- Analysis of exchange links;
- Buying links and developing your own strategies to save the budget for promotion;
- Active work with the editorial board.

SEO specialist

Dec 2012 – Feb 2014
Kiev, Ukraine

City Portal Network "Vgorode", Mass media

Analysis of news portal traffic, internal optimization and creation of a semantic core by topics. Identification of trends and the formation of technical tasks for the editors.

During my work: Increased traffic by 30,000 people per day, with a subsequent monthly increase of 30%.

SEO specialist

Feb 2010 – Jan 2013
Kiev, Ukraine

Distributor and supplier of electronic equipment "GERA"

The main achievement is getting into the top search engines for the main query in Ukraine. Also took part in the redesign of the site and branding in social networks.

My responsibilities included:

- Promotion of the company website from scratch;
- Development of site architecture;
- Optimization for search engines;
- The formation of the semantic core;
- Creation of terms of reference for the texts;



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