



# ILYA AKULSHIN

SENIOR DIGITAL  
MARKETING MANAGER

Akulshin Ilya, 25 y.o.

Digital Marketing Manager with 5 years of experience (E-Commerce in-house, Digital Agency). High level competencies in Digital Marketing (SEM, SEO, RTB, SERM, Media planning, Special projects management, BI development, Omnichannel communication, "Non-Last click attribution model dreamer").

Python, Django, Web, NLP enthusiast.

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 Akulshin Ilya Andreevich	 +7 (926) 680 42 96 - Preferred
 May, 1995	 nikolawebmaster@gmail.com
 Russia, Moscow	 <a href="https://www.linkedin.com/in/ilya-akulshin/">https://www.linkedin.com/in/ilya-akulshin/</a>

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## EXPERIENCE

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### OZON.ru

Senior Digital Marketing Manager  
2019 - Present

#### Scope:

1. SEM, SEO, RTB, Media Planning, Web Analysis, BI development
2. Special Projects Management
3. Process optimisation/automatisation

### Furniture Factory «Maria»

Performance Marketing Manager (PPC)  
2017 - Present

#### Scope:

1. Development and implementation of a PPC strategy
2. Regular and one-time reporting on campaign performance

### Berkana Media Group (Agency)

Digital Marketing Specialist  
2016 - 2017

#### Scope:

1. SEO, SEM, SERM
2. Development and implementation of a digital strategy for local companies
3. Providing customers from a contract to closing documentations

## EDUCATION

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### Digital forensics - Master's degree

Saratov State Law Academy  
2013 - 2018 | Diploma with Distinction

## SKILLS

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I have deep experience of manual campaign management, web projects development (from technical requirement to deploy, have self-written k-means clusterisator semantools.ru), SEO and PPC are my strongest skills. Without any troubles I can collect data in BigQuery from other sources and then compose it in PowerBI or GDS dashboard.

My background like a specialist helps me to get where is trouble in client's funnel and why this type of campaign doesn't work properly. I can break down process by elements to find out a problem and suggest a solution how to fix it. Relevant experience in analytics and SQL let make queries to any db and develop dashboards. But it doesn't make me a solo player, it makes me a person who can figure out what team does in the next sprint and why this task from a backlog has more priority over the other.

## HOBBIES

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- Chess
- Snowboarding
- Programming
- Running
- Self-education