

ANTON TSALKO

MARKETER



Profile

Highly motivated marketer, achieved successful results in creating and leading digital marketing campaigns. Technical knowledge of Lead Generating.

Experience

July 2022 - Present

Andersen

Marketing Manager

Provided SEO audits for landing pages which were successfully implemented by marketing team. Audits increased impressions of each page from 100 to 3000 a day.

Promoted as a Marketing Manager with a team of 3 specialists.

Oct 2021 - Nov 2022

Fingers Media/ElasticSoft

Chief Marketing Officer, Warsaw

Coordinated redesign, development and optimization of two corporate websites with a help of designers, copywriters, programmer and QA.

Successfully launched Lead Generation process by SEO and PPC.

Reached top 10 positions on Google (USA/UK) in FoodTech, Financial and technological niches within 3 months.

Oct 2019 - Sep 2021

EffectiveSoft

Chief Marketing Officer, Minsk

Coordination of marketing department and marketing activities.

Management of internal/external SEO.

Setting effective targeted PPC in the USA and UK with Cost per Lead, Cost per Opportunity, Cost per Contract and ROMI estimation.

Lead and client generation.
Conversion funnel optimisation.
Marketing budget management.

Contact

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♂ Date of birth: 03.08.1986

🇧🇪 Nationality: Belarus

Achievements

🏆 Reached top 10 positions in the USA and UK on Google for Healthcare, Trading, Logistics, Finance and technology niches.

🏆 Reached top 1 position on Google in the UK with "seo services" keyword in 2011.

🏆 Participated in the SEO conferences as a speaker.

🏆 Reached max number and min cost of Leads and Opportunities within available budget.

**Oct 2017 -
Oct 2019**

EffectiveSoft

Lead Marketer, Minsk
Coordination web development team for site launch: Project Manager, Designer, Tester, Programmer.
Launched and redesigned corporate websites including: softvelopers.com and effectivesoft.com.
Completed the process of the main corporate website detox.
Coordination of Devops department on fixing corporate servers, email systems, etc. Organised the infrastructure for marketing activities, promotion and lead generation process.

Deep market research, web analytics and customer acquisition management.
Content development with the Copywriter, Sensereader and Proofreader.

**Jun 2015
- May 2017**

HiEnd Systems

Digital Marketing Manager, Minsk
Performance based marketing in highly competitive niche of financial technology software.
Led and coordinated development of corporative websites.
Targeted PPC and User Acquisition Management (Cost per Lead estimation) on Google Ads, Yandex Direct, Bing Ads, LinkedIn Ads and Facebook.

Search Engine Optimization on: Google, Yandex, Bing, Yahoo, MSN, Baidu.

Web Analytics, User Experience Auditing: Yandex Metrics, Google Analytics, Google Search Console, Yandex Webmasters, Google Tag Manager, Bing Webmastrs, Ahrefs, Semrush, etc.

Market Research, Conversion Optimization, Lead and Client Generation. Full cycle budget marketing campaign management.

2012 - 2015

Entrepreneur

Function title, city
Developed and promoted websites for Belarussian, Russian, United States and United Kingdom clients on HTML, Wordpress, Joomla, Prestashop and Drupal. Promoted websites with SEO and PPC on Google, Yandex, Bing, Yahoo. Subcontracted with the Copywriter and a Programmer.

2011 - 2012 **dotSearch, dotDigitalGroup**
Created a Business Plan which has been invested by Head Office of dotSearch. Participated in the SEO conferences as a speaker. Won numerous contracts from CIS countries.
Contributed to development and success of the well-known email marketing platform "dotMailer".

2010 - 2011 **dotSearch, dotDigitalGroup**
SEO Manager, Minsk
Provided remote support to the Head Office in London. Coordinated the activities of four SEO specialists. Developed SEO strategies based on gathering data from Research.

2009 - 2010 **dotSearch, dotDigitalGroup**
SEO Specialist, Minsk
Resolved numerous clients' website issues and provided recommendations to grow online businesses. Improved search rankings by applying on site and off site optimization of the websites. Successfully promoted clients' websites in different fields including travelling, auto services, consulting services, construction.

Competences

- ✓ **SEO**
- ✓ **PPC**
- ✓ **Web Analytics**
- ✓ **Conversion Funnel Optimisation**
- ✓ **Marketing Management**
- ✓ **Budget Management**
- ✓ **Lead Generation**

Education

Jan 2022 - May 2022 **Business Analysis in Software Development**
IT Academy
Information Technology

Sep 2005 - May 2011 **Marketing**
BSEU
Marketing Department