

## Alexander Suprun

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### PROFILE

- **25+ year** hands-on experience in **B2B & B2C** online marketing, with proven success
- Unmatched knowledge of search engine marketing (**SEM**) and **social media (SMM)**
- Advanced market research, **growth hacking** and **competitive analysis** skills
- Expert in **Google/BingAds, Google Analytics, Facebook/LinkedIn Ads & CRO**
- Well-versed in proactive **conversion optimization** and A/B & Multivariant Testing
- Excellent **communication, leadership, training, and team management** skills
- Author of **the fastest and most effective SEO strategy on the market**
- Deep experience building, executing, A/B testing and reporting in marketing automation platforms such as Hubspot, Salesforce/Pardot, Marketo, and Eloqua
- **Supervising creative/content development agencies & freelancers** experience
- Experience in developing advanced persona-targeted click funnels, email marketing, and target audience management/segmentation best practices
- Fiscally responsible for **\$5K - \$1 Million monthly** account budgets

### EXPERIENCE

December 2020 – Present  
Montreal, Canada

**Sr. Digital Marketing Consultant**

**FREELANCE**

I've been managing the development of strategic online marketing initiatives and their execution with an unrelenting emphasis on a constant, top-line ROI growth:

- Achieved a **record 20% WEEKLY eCommerce revenue growth** via state-of-the art digital marketing strategy
- Provided **scalable ROAS** via a sustainable marketing approach and effective strategic digital media planning
- Built **profitable PPC lead generation** campaigns for new & existing B2B and B2C clients in various industries
- Created a cohesive SEO strategy and led the implementation of an SEO plan to **TRIPLE market share**
- Managed scalable growth B2B **marketing automation projects** (with Marketo, Pardot, Eloqua and Adobe Marketing Cloud)
- Analyzed and managed complex **UX/UI workflows** and **Conversion Optimization (CRO)** projects on Google Analytics and Adobe platforms (for **both B2B and B2C** sectors)

**March 2007 – November 2020**  
*Toronto, Canada*

**Head of Digital Marketing**

**AVESTA MEDIA**

**Main Responsibilities:**

- Managed 100+ of Search, **Conversion Optimization** & Social Marketing accounts
- Supervised & trained a team of 11 in-house and 20 freelance professionals
- Developed, audited, and managed complex marketing automation projects for the Clients
- Developed the most **results-efficient SEO** strategy and in-house **PPC automation** system

**Key Achievements:**

- Implemented new SEM strategies which increased sales by 150% and lowered CPA by 300% for many accounts (N-able Technologies, CSO Yachts, Monarch SPA, Rivalspot, 400 Group, AmuziGaming, MillionairesBay, Mondial Pharma, IMS, WoW Fitness, etc.)
- Within the first six months doubled the Company search & social marketing net revenue
- Developed and implemented Proactive Conversion Optimization for 25% monthly uplift
- Achieved 20% month-over-month ROI growth for complex marketing automation funnels

**April 2000 – December 2006**  
*Limassol, Cyprus*

**SEM Department Head**

**EMPIRE ONLINE**

**Main Responsibilities:**

- Managed all company's SEO/SEM activities and PPC automation system development
- Leveraged marketing & creative development activities with web analytics trends and results
- Supervised a team of 18 web developers, account managers and freelancers

**Key Achievements:**

- Back in 2001 developed the first fully automated PPC Management solution of its time
- Achieved 500% net revenue growth in three months and facilitated the Company's IPO in London Stock Exchange, raising £790M in shares
- Incorporated both search analytics and efficient click funnels into daily marketing automation activities, which resulted in immediate customer retention growth

**November 1996 – March 2000**  
*Tel-Aviv, Israel*

**Web Marketing Consultant**

**AIMS AGENCY**

**Main Responsibilities:**

- Managed several online marketing and email automation projects for start-up companies in Israel, Europe & Asia, both in B2B and B2C sectors
- Conducted advanced research and analysis of the current market trends and competition online

**Key Achievements:**

- EasyFone acquired 100,000 VoIP subscriptions exclusively via search marketing channel
- EMT Investigations Group increased its partners base 3 times using my innovative SEO strategy
- Sibirsky Aluminium Group website achieved and held top 1-3 SEO rankings for over a full year

## TRAINING

July 2019	<b>Business Negotiations Course</b>	(KARASS International, USA)
January 2018	<b>Facebook Ad IQ Academy Course</b>	(Unicorn IQ by Max Finn, USA)
February – March 2015	<b>Conversion Optimization Course</b>	(Conversion Sciences Inc., USA)
February – March 2012	<b>Advanced Search Marketing Course</b>	(Certified Knowledge Inc., USA)
March 2010	<b>Adwords Elite Master Summit</b>	(Perry Marshall & Ass., USA)

## EDUCATION

2006 - 2007	<b>Investment Advisor, Institute of Canadian Bankers</b>	(Canada)
1990 - 1996	<b>Master's Degree in Engineering, Moscow University</b>	(Russia)

## LANGUAGES

English, Russian, Hebrew	Mother-tongue level
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