

## Alexander Suprun

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### PROFILE

- **24-year** 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**
- Creator of proactive **conversion optimization** strategy “RocketCRO”
- Excellent **strategic planning, leadership, training & presentation abilities**
- Author of **the fastest and most effective SEO strategy in 2020**
- Proficiency with all the latest digital marketing & **growth hacking** trends
- **Supervising creative/content development agencies & freelancers** experience
- Inventor of the two most-efficient **PPC automation platforms** in the last 20 years
- Strong **project management, leadership, and team management** skills
- Fiscally responsible for **\$5k-350k monthly** budget range per account
- Exceptional track record of overperforming & **exceeding planned objectives.**

### EXPERIENCE

March 2007 – November 2020  
Toronto, Canada

**VP 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
- Provided advanced **account audit**, progress presentation and reporting to 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 most Clients’ accounts

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 search analytics into daily marketing 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 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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