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## DIGITAL MARKETING SERVICE SUCCESS PORTFOLIO

**Since 1997** I have been serving both national/international startups and world-class brands, while personally managing a wide variety of **3K - 500K monthly** account budgets.

### MILESTONES & ACHIEVEMENTS

**2000** – founded SEM Department for Tradal Inc. (Casino On Net, Empire Poker gaming brands)

**2001** - developed the first **fully automated PPC Management** solution for Overture.com and Miva.com

**2002** – my PPC projects resulted in **500% revenue quarterly growth** and helped Empire Online become listed on the London Stock Exchange, **raising \$790 Mln.** in shares

**2003** – pioneered effective content (display) network campaigns management on Google Adwords for a number of high-level PPC accounts, reaching **100% monthly account growth** for laser esthetic equipment manufacturer and Nutracore diet supplements

**2005** – generated 1000% Google Adwords ROI totalling **\$5 Mln net revenue** over the first 6 months for Crystal Palace Gaming

**2008** – increased **number of leads 10 times** (to over 80 leads a day) while decreasing Cost Per Acquisition six times for the luxury yacht charter company CSO Yachts and the luxury online auction Millionaires Bay:

Search my campaigns:

#### Active Campaigns

 Online: 0

[Create online campaign...](#)

#### Campaign Performance [?](#)

All Online Campaigns [Summary](#)

Exact Date Range:  Feb 1, 2008  Mar 31, 2008



Feb 1, 2008 – Mar 31, 2008

Clicks	15,929
Impressions	49,717,462
CTR	0.03%
Avg. CPC	Can\$0.13
Avg. CPM	Can\$0.04
Total Cost	Can\$2,143.64
Conversion Rate	57.98%
Cost per Conversion	Can\$0.23
Total Conversions	9,236

Search my Campaigns:

#### Active Campaigns

 Online: **22**

Create online campaign...

#### Campaign Performance

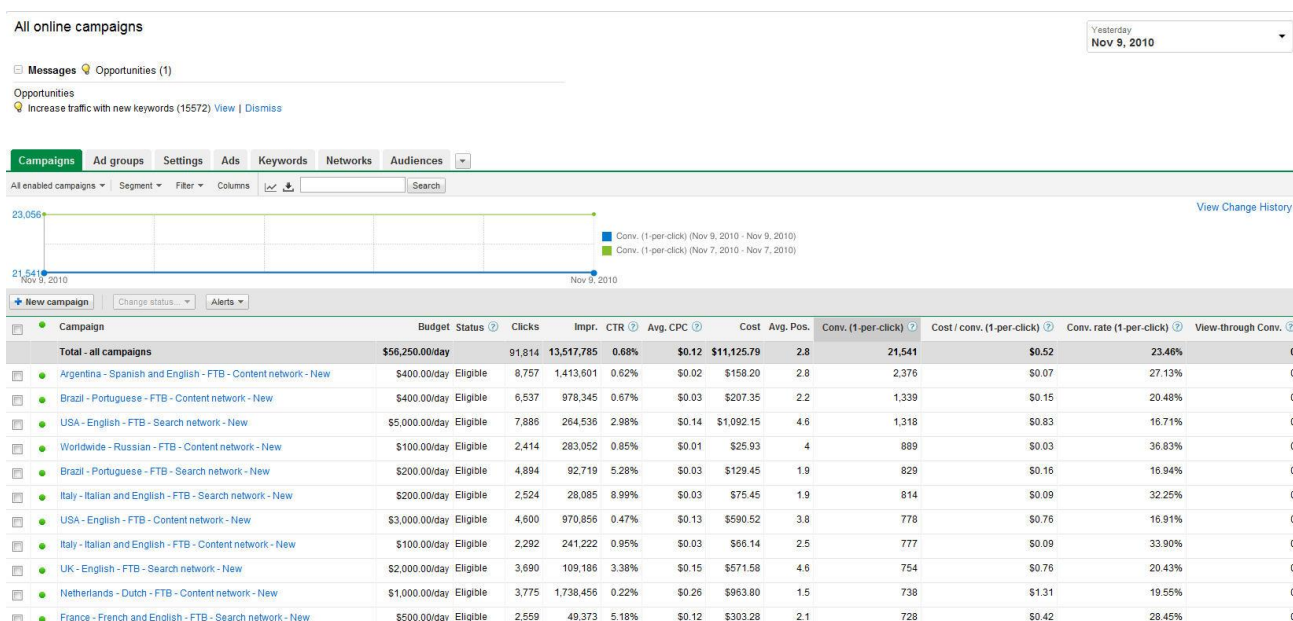
All Online Campaigns  [Summary >](#)

Compare Date Ranges:    
■ 1 Jan 2008 – 31 Mar 2008   
■ 1 Apr 2008 – 26 Jun 2008

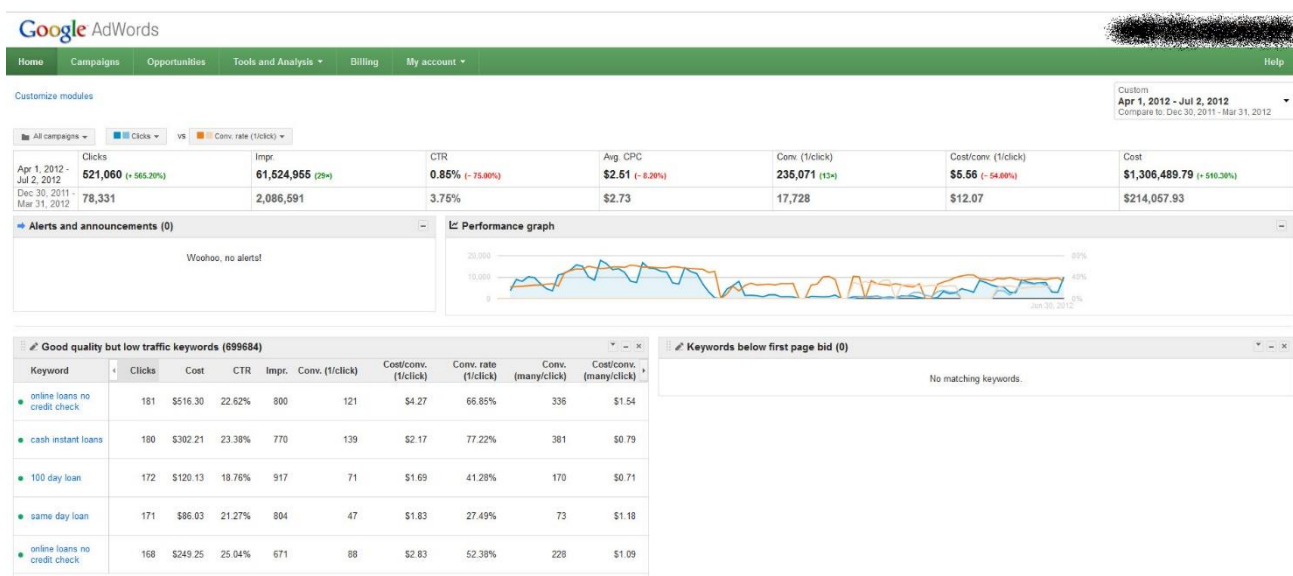


	<span style="color: green;">■</span> 01-Apr-2008 – 26-Jun-2008	<span style="color: blue;">■</span> 01-Jan-2008 – 31-Mar-2008	Difference
Clicks	113,167	6,586	17×
Impressions	205,019,520	801,891	256×
CTR	0.06%	0.82%	– 92.7%
Avg. CPC	£0.09	£0.38	– 76.3%
Avg. CPM	£0.05	£3.09	– 98.4%
Total Cost	£10,622.67	£2,479.79	+ 328.4%
Conversion Rate	0.26%	0.27%	– 3.7%
Cost per Conversion	£36.63	£137.77	– 73.4%
Total Conversions	290	18	16×

**2010** – achieved **90% monthly ROI growth** for N-able Technologies by implementing advanced Display Network and Remarketing PPC strategies

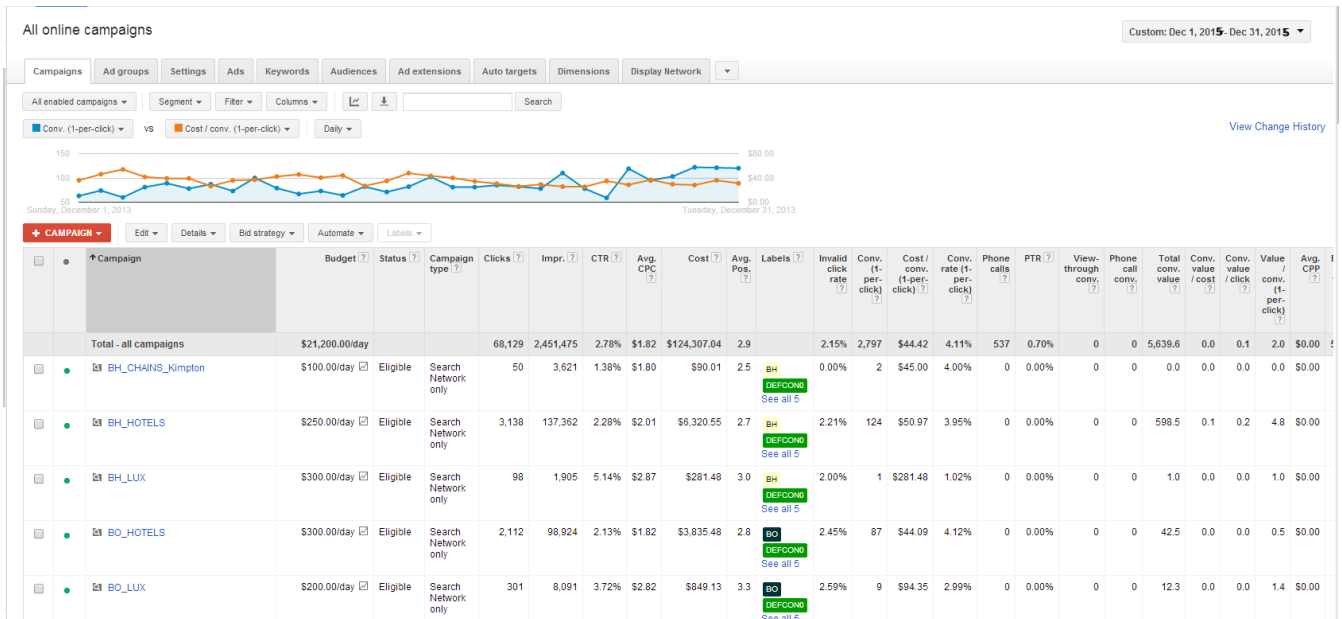


**2012** - generated **500% ROI** for a leading short term loan lead generation company, using my innovative PPC optimization process:



**2014** - continued to manage the same Financial Industry Client PPC accounts (including North American auto insurance and weight loss verticals) with the total monthly budget of **500,000\$**.

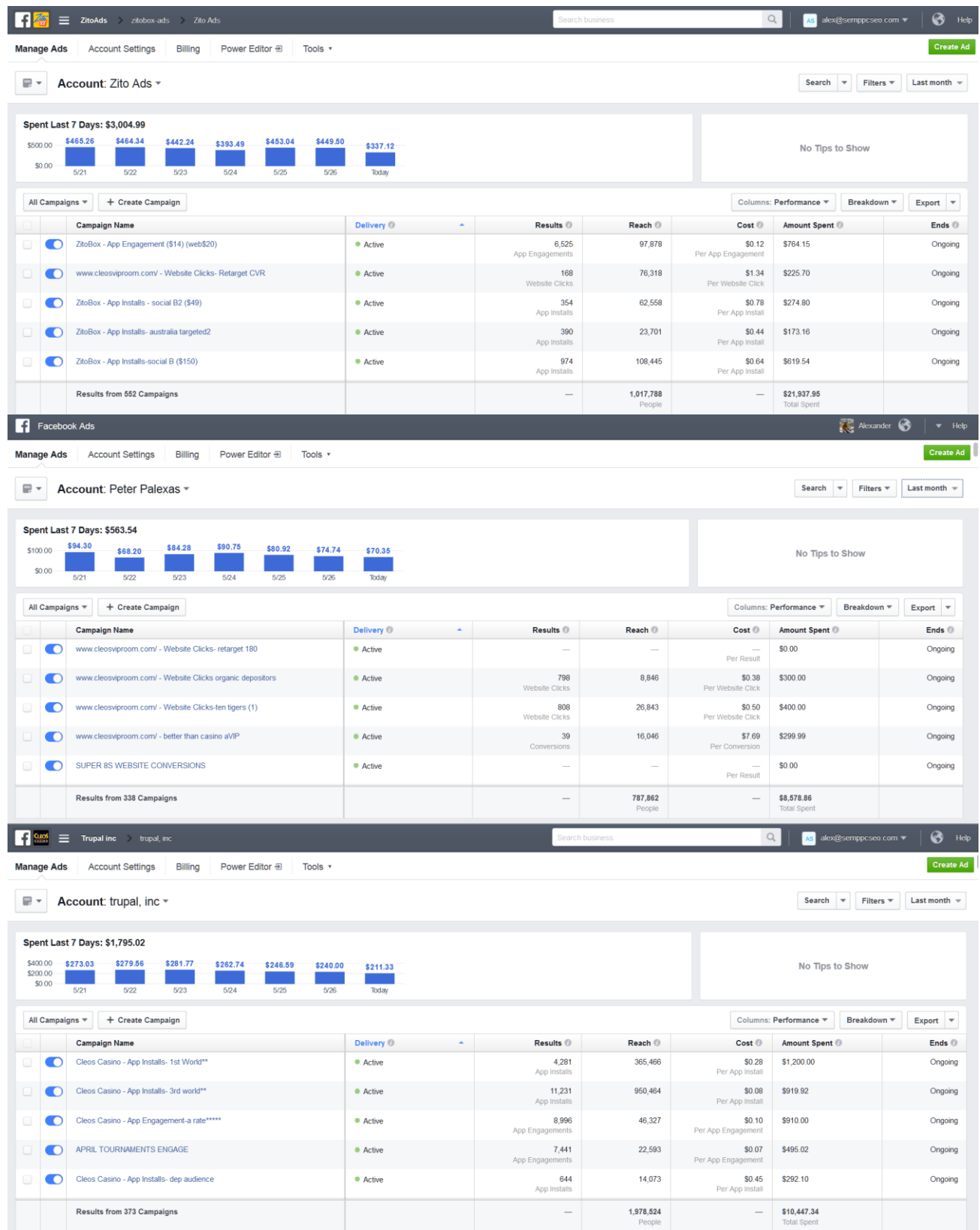
**2015 - my** PPC Client in the luxury hotel booking sector was spending over **200,000\$** per month across Google Adwords and BingAds, and generated the average **300% ROI**:



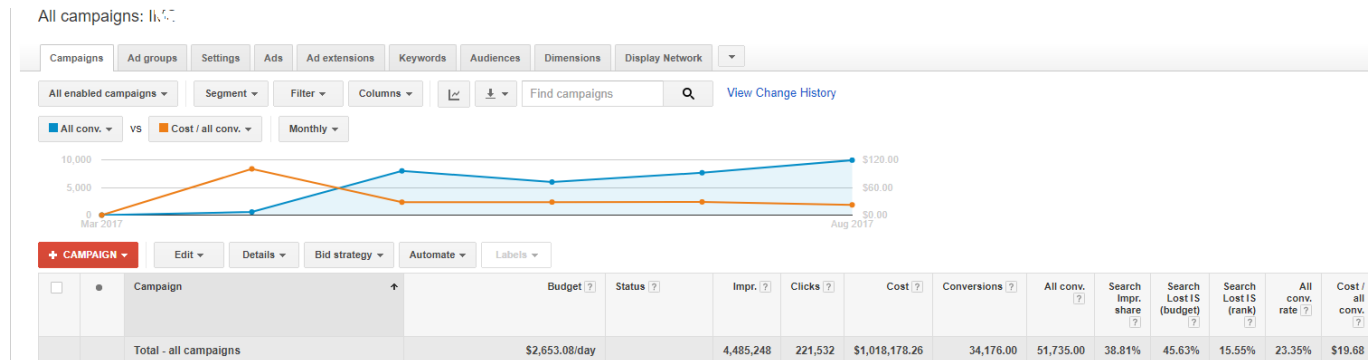
#### Revenue by Area and Destination

New York	New York City	\$438,947	\$267,103	35.7 %	6,455	4,945	2,073	41.9 %	\$54.01	\$442	\$457,525	\$289,597
Miami	South Beach	\$191,153	\$118,847	31.1 %	2,288	1,934	634	32.8 %	\$61.45	\$425	\$184,094	\$119,901
Los Angeles	Beverly Hills	\$50,040	\$39,550	21.9 %	1,094	565	305	53.9 %	\$70.00	\$351	\$48,737	\$35,191
Los Angeles	Santa Monica	\$46,704	\$28,684	29.9 %	826	484	259	53.4 %	\$59.26	\$331	\$49,739	\$35,185
Los Angeles	Hollywood	\$26,066	\$18,033	22.1 %	574	314	159	50.6 %	\$57.43	\$249	\$22,859	\$17,025
San Francisco	San Francisco	\$26,806	\$15,445	34.9 %	564	459	219	47.6 %	\$33.65	\$339	\$26,499	\$15,894
Chicago	Chicago	\$22,028	\$15,236	30.3 %	560	508	265	52.2 %	\$29.99	\$265	\$22,679	\$14,171
Rest of World	World Wide Availability	\$23,103	\$13,413	34.3 %	563	415	200	48.2 %	\$32.32	\$388	\$22,386	\$15,406
Washington	Washington DC	\$13,246	\$9,856	20.9 %	315	226	140	61.9 %	\$43.61	\$277	\$15,398	\$11,586
London	London	\$13,172	\$7,226	45.6 %	184	209	60	28.7 %	\$34.58	\$535	\$14,212	\$12,888
Toronto	Toronto	\$5,284	\$5,111	21.2 %	145	191	95	49.7 %	\$26.76	\$279	\$5,761	\$6,060
Las Vegas	Las Vegas	\$6,978	\$5,093	23.3 %	257	206	82	39.8 %	\$24.73	\$260	\$5,875	\$3,880
Miami	Miami and Area	\$5,812	\$4,859	14.8 %	116	98	46	46.4 %	\$49.58	\$425	\$4,401	\$3,165
Boston	Boston	\$8,148	\$2,498	38.8 %	188	217	93	42.9 %	\$11.51	\$301	\$9,702	\$3,612
Miami	Fort Lauderdale	\$355	\$97	53.5 %	8	18	5	27.8 %	\$5.41	\$323	\$617	\$346
Miami	North Miami Beach	\$137	\$93	0.0 %	N/A	9	0	0.0 %	\$10.36	N/A	\$120	\$120
Miami	Miami Beach	N/A	N/A	N/A	160	N/A	43	N/A	N/A	\$519	N/A	N/A
Total		\$877,980	\$551,145	458.4 %	14,297	10,798	4,675	677.8 %	\$604.65	\$5,710	\$890,605	\$584,027
				32.7 %				43.3 %	\$51.04	\$396.73		

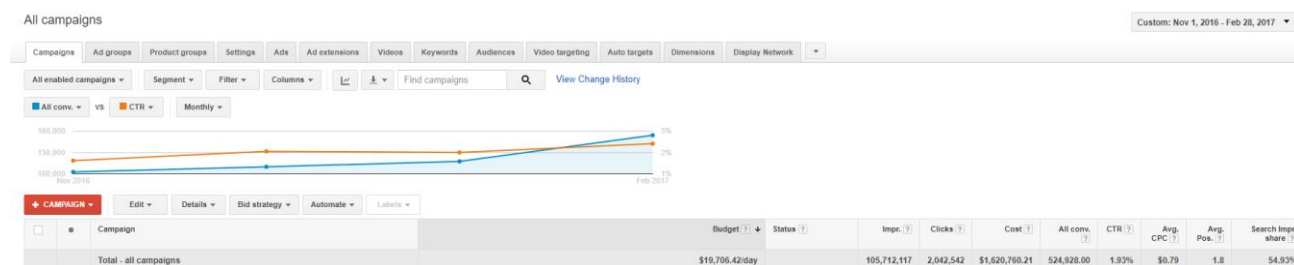
**2016** – Achieved **300% lower cost per acquisition** and growing Facebook Ads ROI for online social gaming companies group (Joy Media Works LLC):



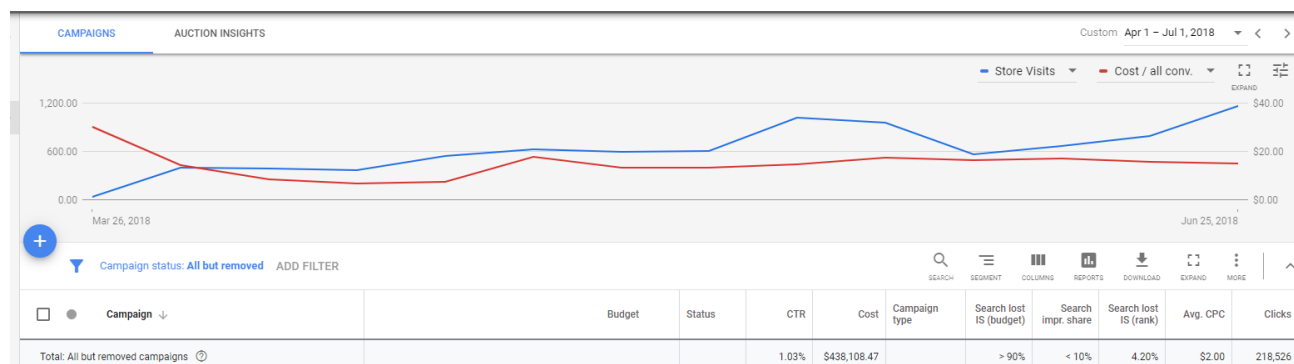
**2017** – Managed steady leads growth and dramatic Cost Per Conversion decrease for a leading North American mid-west mattress retailer stores chain:



**2017** – Tripled online sales for one of the top US furniture chains:



**2018** – Increased store visits twice while maintaining a stable CPA for a big Mid-West US mattress offline retailer stores chain. Managed steady leads growth and dramatic Cost Per Conversion decrease until the Company merged with another, bigger chain:



**2019** – Started and managed Facebook Ads for Contractors WorkZone mobile software developer, with **60% average month-over-month leads growth**.

**2020** – Planned, started and managed Top US Secondary Mortgage provider's Facebook Ads, which led to **35% average month-over-month leads growth**.

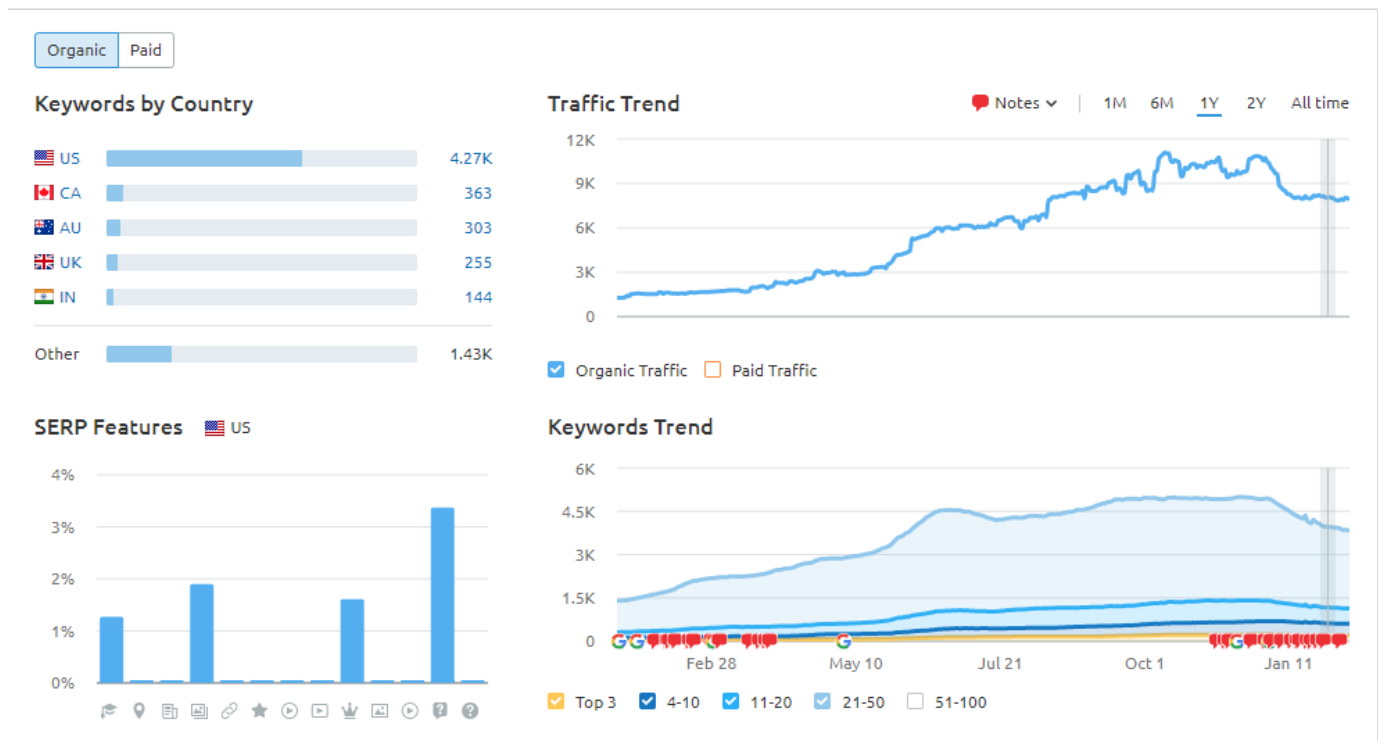
**2020** – Restructured & optimized the whole BingAds account for a leading Substance Abuse Rehab Center in Washington, which resulted in **310% leads growth and 210% Cost Per Acquisition improvement** over a two-month period.

In **mid-2020** I developed a unique, time-efficient **SEO strategy** which does not require website changes. It is based on **link-building multi-tiered system of the constantly diversified links**, resulting in constant increase your website traffic in a safe manner. This framework gives your Business a sustained **increase in traffic in the first few months** already, mostly unaffected by changes to search engine frequently fluctuating algorithms.

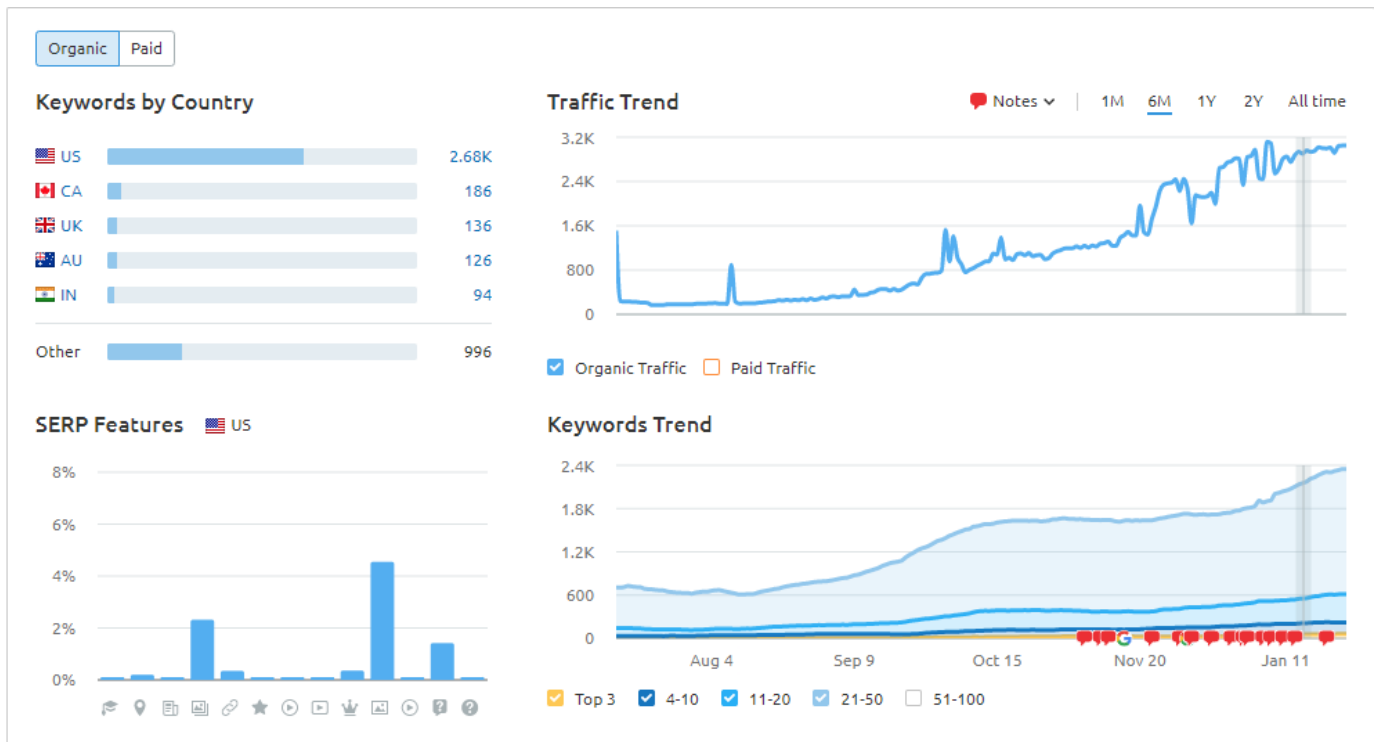


## Below are some of my SEO success stories in 2020:

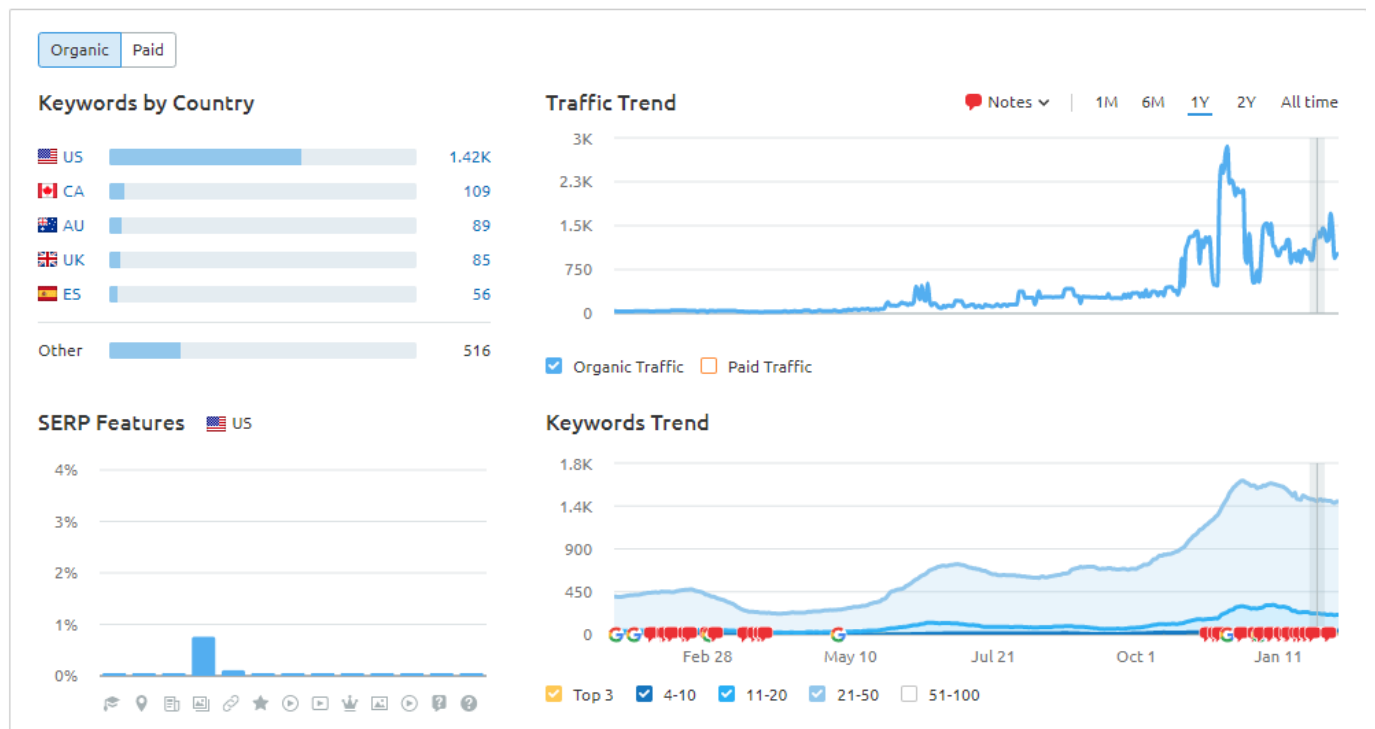
### *Substance Abuse Treatment Rehab – 6 months' results:*



## Medical Detox Centers – 6 months' results:

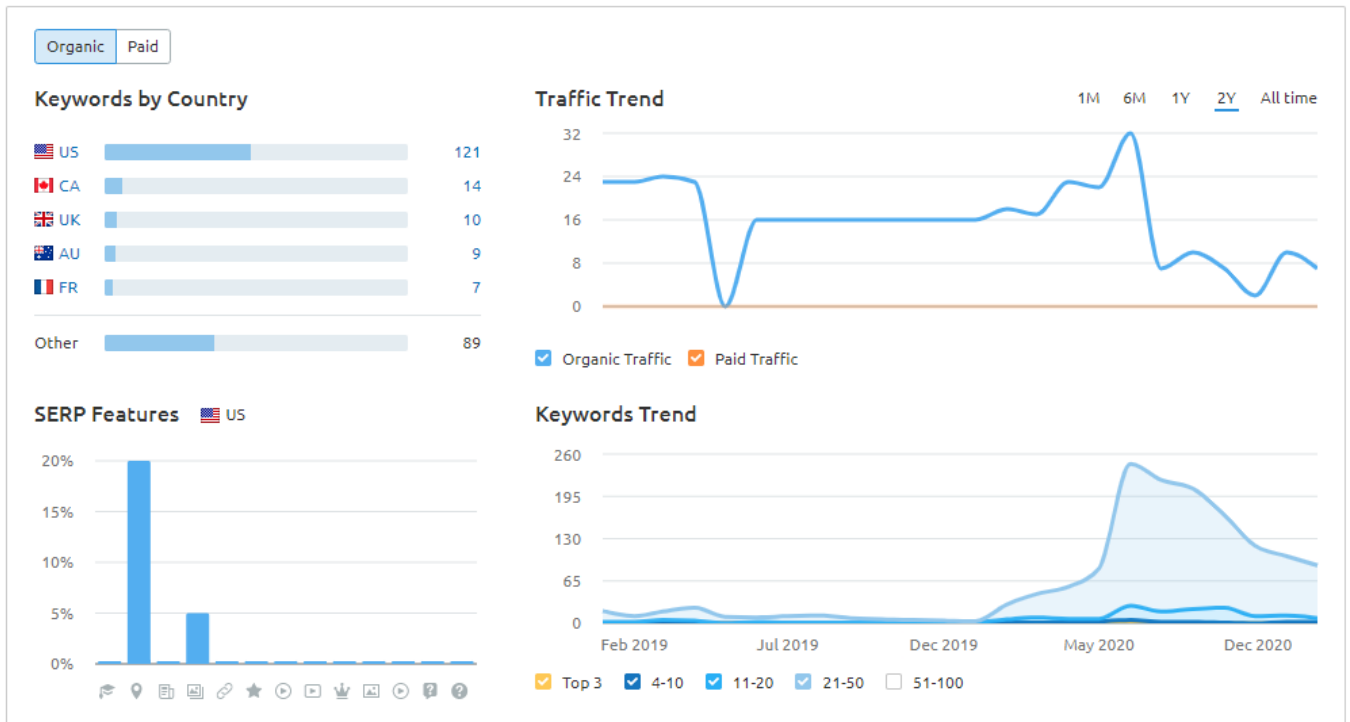


## VoIP Business Solutions Company – 6 months' results:



## US International Tax Advisors – 3 months' results for a brand-new website:

<b>Authority Score</b> 🌐 <b>32</b> SEMrush Domai... 9.73M ↑	<b>Organic Search Traffic</b> 🌐 <b>11</b> +57% Keywords 250 ↑	<b>Paid Search Traffic</b> 🌐 Data was not found. If this is your domain, you can get all the necessary data on its keyword rankings. <a href="#">Go to Position Tracking</a>	<b>Backlinks</b> 🌐 <b>1.5K</b> Referring Domains 174	<b>Display Advertising</b> 🌐 <b>0</b> Publishers 0
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## B2B Disinfecting Sprayer Manufacturer – 5 months' results for a brand-new website:

