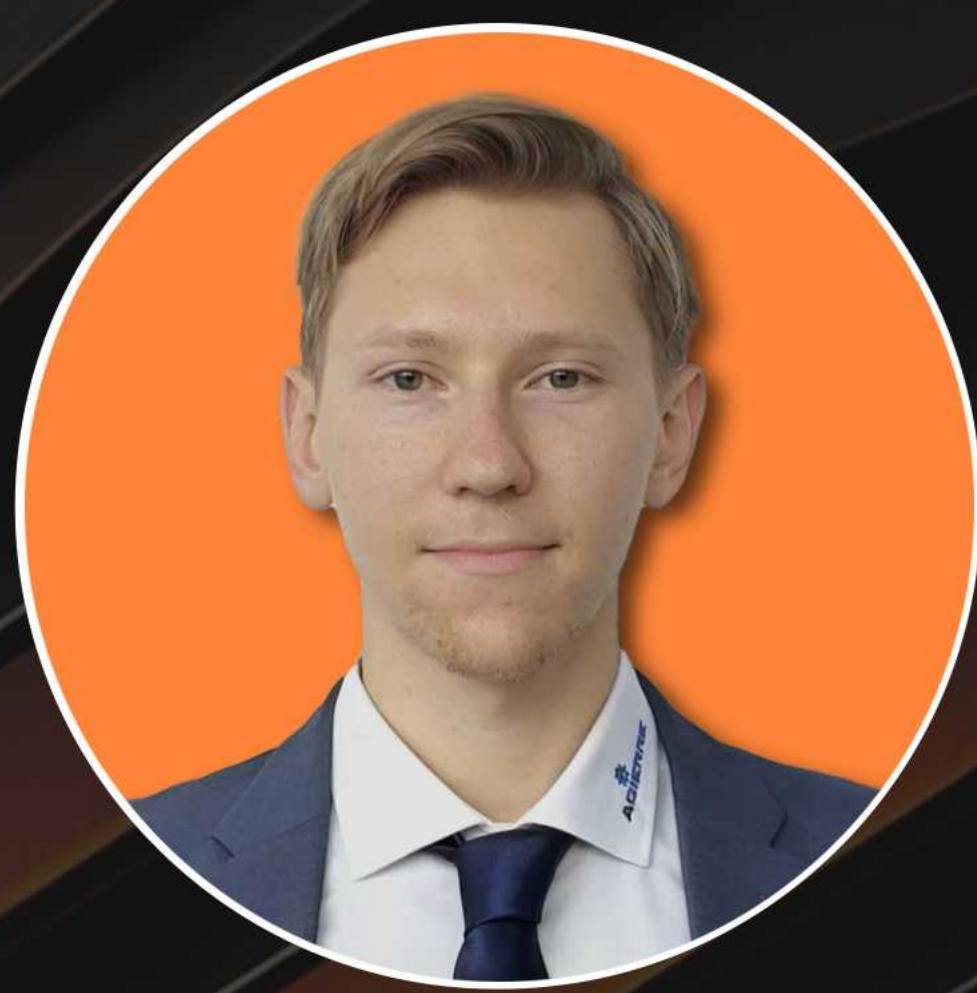
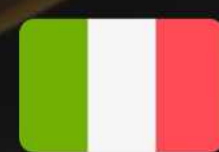




Mykyta Petukhov  

Digital Marketing Specialist



As a full-stack marketer, I craft and execute multi-channel strategies that drive visibility, engagement, and sales. My expertise spans content marketing, social media, paid advertising, email marketing, SEO, performance analysis, project coordination, and visual design.

[Visit my website](#)

## My Work Experince

### Digital Marketing Specialist

Organized sales-focused campaigns on Google, Meta, and TikTok Ads, driving **15,000+ website visitors** and generating **1,000+ qualified leads** in the first year.

Managed and improved the company's e-commerce site to boost conversions, and integrate CRM workflows to support sales.

### Digital Marketing Specialist

Led SEO and content initiatives that drove a **+77.6% increase in organic traffic** and boosted **total conversions by 84.3%** over two years.

Developed multilingual content, managed website updates, and oversaw social media strategy to strengthen brand visibility and audience engagement.

### Project Coordinator

Managed a team of **7 designers** to deliver **15+ digital projects**, including websites, landing pages, and other marketing assets (graphics, videos, etc.).

Coordinated with marketing and dev teams to execute campaigns.

### AMS Group (PURAK)

11/2024 - Present

[www.purak.store](http://www.purak.store)

### AGIERRE

11/2022 - Present

[www.agierre.eu](http://www.agierre.eu)

### INFUSE

07/2020 - 01/2022

[www.infuse.com](http://www.infuse.com)

## Skills:

Google Search Console

Matomo

Bitrix

Asana

Capcut

Adobe Acrobat

Google Ads

Meta Ads

Canva

Photoshop

WordPress

Google Analytics 4

HubSpot

ChatGPT

Ahrefs

G-Suite

TikTok Ads

Google Tag Manager

Figma

Meta Business Suite

Google Keyword Planner

EmailOctopus

HeyGen

## Education:

University of Cassino and Southern Lazio

Global Economy and Business – Master's Degree

Kharkiv National University of Economics

International Economic Relations – Master's Degree

Kharkiv National University of Economics

Business, Trade, and Exchange Activities – Bachelor's Degree

## Languages:

English – Advanced

Italian – Upper intermediate

German – Elementary

Russian, Ukrainian – Native

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