

Eugene Tkachenko

Digital Marketing Analytics, Data and Strategy

Detail-oriented marketing professional with 4+ years of experience in a fast-paced marketing environment. Well-equipped insight digger for digital agencies, consulting companies, and retail clients. Seeking to bring fast and intelligent solutions for automating data, turning it into meaningful insights. Excellent collaborator who knows how to get work done.

Personal Info

Address

Toronto, ON, Canada

Phone

+1 (204) 891 2901

E-mail

eugene.i.tkachenko@gmail.com

LinkedIn

<https://www.linkedin.com/in/eugene-tkachenko/>

Skills

Marketing Analytics	■■■■■
Digital Strategy	■■■■■
Digital Media & Analytics	■■■■■
Data Analytics	■■■■■
Data Automation	■■■■■
Reporting and Visualization	■■■■■
Team Management	■■■■■
Problem Solving	■■■■■
Technical SEO: Screaming Frog, Ahrefs, Moz	■■■■■
Microsoft Office: Word, Excel, PowerPoint	■■■■■
Google Tag Manager	■■■■■
Google Analytics	■■■■■
Google AdWords / Google Ads	■■■■■
Tableau	■■■■■
DOMO	■■■■■
Google Data Studio	■■■■■
SQL / Microsoft SQL	■■■■■
SAS	■■■■■
R	■■■■■
Python	■■■■■
HubSpot CMS	■■■■■
SalesForce	■■■■■

Experience

2019-01 - present

Visiting Lecturer, Marketing Analytics (remote)

Kyiv School Of Economics - Graduate school, Kyiv, Ukraine

- To date, have run the Marketing Analytics course remotely, teaching students theoretical and practical concepts of marketing analytics based on the business case studies (US, Canadian, and Ukrainian markets).

2019-09 - present

Senior Marketing Science Analyst (full-time)

Critical Mass

Key client: BMW (US-based).

2018-08 - 2019-08

Manager, Marketing Operations (full-time)

McQuaig (formerly known as The McQuaig Institute) - HR consulting, Toronto, Ontario

- Successfully designed and monitored 8 PPC campaigns via Google Ads platform, overseeing channel budgets and analyzing its delivery. The actual CPL was reduced by 40% and the campaigns were generating 2X more leads with similar budgets used.
- Developed the tagging approach and deployed 30 different tags (Google Analytics, Google Ads, LinkedIn, HubSpot, HotJar) via Google Tag Manager on the main website and HubSpot CMS-hosted pages. As a result, these actions enabled accurate data recording and the proper activation of digital marketing tactics for various platforms.
- Created the SEO strategy for the main website domain, both blog and LP microsites (including 3 different redirect maps respectively) with on-going SEO optimizations which secured the 10% MoM traffic increase for the entire domain.
- Responsible for analysis of all digital marketing campaigns and efforts (including organic, paid, campaign, and referral traffic) with consecutive analysis of the lead acquisition and lead nurturing processes (up to the Sales Qualified Lead state).

2017-01 - 2018-07

Marketing Science Analyst (full-time)

Touché! PHD – Marketing and Advertising Agency, Toronto, Ontario

Key clients: Canadian Tire, Red Bull, Desjardins, Audi.

- Managed the workload of 2 analysts on key accounts and assisted Senior Analysts with ad-hoc requests, research projects, building KPIs, strategic planning.
- Developed and assessed 100 digital campaign strategies for key accounts, provided ongoing campaign optimization in cooperation with different parties (vendors, clients, and in-house teams). Success rate of campaign delivery - 92%.
- Organized and facilitated 20 training sessions and client presentations regarding DOMO (BI platform) usage, Google Analytics, reporting and product offerings.
- Identified and facilitated implementation more than 300 tactical optimizations along with A/B and multivariable testing, customer acquisition, custom audience creation & targeting using various data from available CRM databases, Google Analytics, DoubleClick, Adwords, Environics, social media platforms (Facebook, Twitter, Pinterest), 3rd party vendors (Waze, The Weather Network, AOL) and programmatic vendors (Trade Desk, Accuen).
- Built custom audiences and segments for greater in-depth analysis and for targeting look-a-like audiences.

2016-09 - 2017-01

Market Development Specialist (contract)

FriendiCandy - Baby products, retail, Toronto, Ontario

- Developed and overlooked 2 pay-per-click campaigns on Amazon with the result of the +170% ROAS for the Amazon FBA business.

2016-08 - 2017-01

Marketing Analyst (Pro Bono)

Sumin Auto - Auto & service centre, Toronto, Ontario

- Provided the analysis of the company's marketing efforts and led 1 customer segmentation project; achieved the +6.4% lift in a retention rate after converting those learnings into marketing actions.

Education

- 2016-01 -
2016-08 **Sales Force Automation and CRM analytics Post-Graduate Certificate**, Seneca College of Applied Arts and Technology
Courses Studied: Decision Theory, Applications for Analytics, Presenting Complex Material, Advanced Statistics, Project Management, Database Management.
- 2014-09 -
2015-06 **Master of Management**, Kyiv National Economic University, Kyiv, Ukraine
- Honoured President's Award for contribution in KNEU's development for creating 6 university programs and 2 proposals for courses to meet students' needs.
 - Raised more than \$2,000 for funds which help injured people during Revolution of Dignity in Ukraine.
- 2010-09 -
2014-06 **Bachelor of Management**, Kyiv National Economic University, Kyiv, Ukraine
- Participated in running completion among male students of KNEU (Cooper test), where won 1st place for covering 3,600 m. for 12 minutes.
- 2012-09 -
2014-08 **Diploma in mathematical and software maintenance of the automated troop control systems**, Reserve Officers training faculty, Ivan Chernyakhovsky National Defense University of Ukraine, Kyiv, Ukraine
- Upon successful completion of the course and the boot camp, obtained the rank of a Second Lieutenant (2Lt).

Volunteer Experience

- 2019-01 -
present **Canadian Blood Services**
Occasional Blood Donor
- Occasionally donate blood between my BJJ tournaments. To date, I have been a donor 3 times in Canada and twice in Ukraine.
- 2017-01 -
present **Ukrainian National Federation of Canada**
Marketing Assistant / Event Coordinator
- Events:** TIFF 2018 (Ukrainian Canadian Movies); Bloor Street Festival 2017, 2018; Vyshyvanka Parade 2017, 2018; Ukrainian Canadian Movie Nights 2017.
- 2017-03 -
2017-12 **Junction Speakers Corner, Toastmasters Chapter**
VP Public Relations
- Organized 12 Toastmasters meetings, attracted and retained 5 new members; was working on improving my public speaking skills.
- 2012-09 -
2015-06 **The Student Academic Council of Kyiv National Economic University named after Vadym Hetman**
Assistant to the Chairman
- Assisted in creating 6 university programs to meet students' needs of Kyiv National Economic University; solved 2 issues related to educational process and created 2 proposals for courses. As a result, KNEU was declared as a top economic university in Ukraine in 2015.

Interests

- Martial Arts (boxing, wrestling, combat sambo, BJJ). Currently practicing Brazilian Jiu-Jitsu at Toronto BJJ (earned a blue belt in January 2018 after 9 months of training), competing at an amateur level.
- Reading and discussions. Was attending Toronto Book Club & Discussion Group meetings from September 2016 until January 2019.
- Hiking and backpacking in National and Provincial Parks inside and outside Canada.
- Continuously expanding my analytical skillset. Since June 2019, I have been learning Python programming language from DataCamp and SkillBox online education platforms.