

Alexey Rusakov

Senior Marketing Manager

Experience

Senior Marketing Manager

MY.GAMES - Video game publisher

May 2020 - Present - 3 years, Moscow

- Develop, Implement and Optimize ROI-focused campaigns in Google Ads, Facebook Ads, and Microsoft Ads for PC Games: MMORPG and Shooters. Such as Warface, Lost Ark, Perfect World, ArcheAge, Skyforge;
- Analyze ad campaigns in Google Analytics and custom company analytics tools;
- ArcheAge - Month revenue from UA sources increased by 11.5 times. ROAS increased from 13% to 112%
- Lost Ark - The number of payers in the month increased by 109% from paid traffic.
- Ad support for the launch of CBT World War 3 game worldwide.

Senior Marketing Manager

Lime Credit Group - Fintech company

Sep 2018 - May 2020 - 1.5 years, Moscow

- Planned, set up and optimized ad campaigns on financial topics such as pay day loans and credits for CIS, Mexico and South Africa.
- Built and implemented end-to-end analytics based on Google Measurement Protocol, Google Analytics, Google Data Studio, and the company's CRM.
- Increased traffic from paid channels by 3.8 times, while the cost per conversion to credit decreased by 3.2 times.

Marketing Manager

Edison - Advertising agency

May 2017 - August 2018 - 1 year, Moscow

Education

Bachelor of Science in Information Systems Technology

Synergy University

2016 - 2021, Moscow

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Industry Knowledge

Performance marketing

Web Analytics

Data Analysis

Affiliate Marketing

B2C Marketing

Project Management

Tools & Technologies

Google Ads

Facebook Ads

Microsoft Ads

Google Analytics

GTM

Google Looker Studio

Tableau

Python

SQL

Other Skills

Advanced Excel,

HTML, CSS,

Figma, Canva,

Photoshop

Jira, Asana, Notion.

Languages

English (B2)

Russian (native)