

Contact

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iunisov.com (Personal)

Top Skills

Digital Marketing
Digital Strategy
Digital Product Development

Languages

English (Full Professional)
Russian (Native or Bilingual)
German (Limited Working)

Certifications

Mobile Advertising
Video Advertising
Display Advertising
Google Ads Fundamentals
Search Advertising

Honors-Awards

LinkedIn's Featured B2B Campaign
Best revenue driving digital
promotion
Clutch recognized Andrei Iunisov as
an industry leader in Germany

Publications

Radio Interview for Finam FM - the
biggest business radio in Russia
Interview for RBC - the biggest
business media in Russia
System Administration / Backup
Как за 40 минут проанализировать
конкурентов и настроить digital-
стратегию?
В каких случаях нужно
руководство по аварийному
восстановлению?

Andrew Yunisov

Experienced digital marketing expert. Digital strategy, demand & lead generation for B2B and B2C. SEO & web analytics.

Moscow, Russian Federation

Summary

Main career achievements:

- 1) Built with colleagues online sales channel in Parallels - one of the global leaders in virtualization and automation software, one of the 4 biggest worldwide software companies from Russia. Joined the company of 8 employees, left when it was 800 people. Drove revenue \$100k/day in critical sales situations. Closed sales plans set by CEO Serguei Belousov.
- 2) Founded the first and leading web analytics agency in Russia - WebProfiters, first Google Analytics certified agency in Russia which was sold to the biggest online advertising agency in 2014. Worked with 80% of top-50 online advertisers in Russia. Was one the first web analysts in Russia, settled the understanding of conversion metrics in Russia&CIS. Performed 100's of seminars and event presentations on the hugest marketing events.
- 3) After selling the business I managed to integrate 2 companies to create unique offering. I've also built an SMB unit with >100Mn rub. revenue and led the holding's educational company MyAcademy to profit in just 18 months. Left the holding after the final merge was completed.
- 4) Built online lead generation and tripled the number of leads/ opportunities for Bacula Systems - one of the leaders in enterprise backup and recovery industry successfully competing with IBM, DELL, EMC, HPE and others with only a fraction of their budget. Helping the company to grow by 30%+ while the average 2017 market growth by Gartner is 2% only.
- 5) Consulting a number of IT & software companies on their worldwide product & marketing strategies incl. Virto Commerce, VirtoSoftware, Brandquad and some other smaller ventures.

Experience

Iunisov.Com
Digital Marketing Expert

April 2016 - Present (4 years 2 months)

Moscow, Russian Federation

At Lunisov.Com I personally provide digital marketing & SEO consulting services for B2C and B2B businesses.

For startups & business re-launches:

- data-driven digital strategy development;
- competitor analysis and insights generation;
- effective websites and mobile apps development.

For generating targeted visitors and high-quality leads:

- SEO marketing;
- social media marketing;
- pay-per-click ads;
- display ads;
- other digital channels.

For optimizing marketing funnels, nurturing leads and retaining customers:

- website conversion rate optimization;
- lead nurturing via email & retargeting;
- microsegment email-marketing to cohorts;
- website A/B testing and usability audits;

I also help internal digital marketing teams with messaging and value communication, independent digital marketing assessment and audit.

Internet Initiatives Development Fund (IIDF)

Investment Board Member

January 2015 - December 2018 (4 years)

Along with other 10 board members (well-known Russian entrepreneurs) in the Europe's biggest internet projects fund (>\$100Mn) responsible for marketing and business model evaluation of the fund's companies. Main expertise:

online retail, enterprise and consumer software, SAAS services and ad tech.

I also help the fund's companies to launch sales and marketing operations in Western Europe and the USA markets with my network of contacts.

iConText Group

Marketing Director

June 2014 - November 2015 (1 year 6 months)

Moscow, Russian Federation

iConText Group is the biggest independent performance marketing & advertising agency in Russia, the winner of AdIndex agency rating for 2018 in all nominations. The Group includes 8 companies. I was responsible for overall iConText group's marketing&strategy leading the agency of 190+ people. Built

profitable SMB business division (icTurbo) with >100Mn rub. yearly revenues and MyAcademy educational business with >5Mn rub. revenues. Responsible for business processes for SMB customers, lead generation, sales operations and service execution. This job was transitional after my former agency WebProfitters was acquired by iConText and integrated into group's structure.

WebProfitters

Co-founder & Managing Partner

May 2009 - April 2014 (5 years)

Moscow, Russian Federation

The first and leading web analytics agency in Russia. Founded as the first independent web analytics agency in 2009, the first Google Analytics certified partner in Russia with max 30 employees on board. Executing web analytics services for largest russian companies: Kaspersky, Acronis, Panasonic, Renaissance Credit, Megafon, Beeline, MTS, CTC, KupiVIP, IVI, Incom, X5, Faberlic, Fast Lane, Lamoda, EnglishFirst etc. Since 2014 sold the company to iConText Group - one of the biggest online marketing holdings in Russia. Responsible for overall strategy, new business acquisition, project execution and P&L. Yearly revenue was equal to several \$Mn's.

Parallels

2 years 6 months

Senior Online Marketing Manager

June 2008 - May 2009 (1 year)

Parallels is a global leader in virtualization and automation software with 900+ employees. Responsible for worldwide online revenue and marketing efforts in Parallels. This included sales and lead generation via search marketing (SEM, SEO), software review portals, free download websites, affiliate management, social media marketing, email marketing campaigns, retargeting campaigns and other channels. Executed conversion rate optimization activities using Google Analytics, Omniture and website usability improvements. New sales and upgrade campaigns to user base with \$100k/day results. Was responsible for delivering \$Mn equal revenues. Managed 3 people.

Affiliate Marketing Team Leader

December 2006 - May 2008 (1 year 6 months)

Managed affiliate marketing for Parallels from 0 to \$300k / month revenue. Established strong partner relations with the biggest affiliates in the world (NMP, Sri Sharma etc). Executed other online marketing promotions that drove higher revenue than the whole sales department:

1) Parallels MacUpdate Bundle (\$200k/2 days)

2) Parallels MacHeist Bundle (\$50k/1 day)

Rosgosstrakh

Manager at Client Relationships Department

September 2005 - December 2006 (1 year 4 months)

First job I ever entered without any experience. Managed company's call centre & CRM system. Worked in front-line help desk. Consulted company customers across all insurance questions, pricing and others. Helped to develop specific functionality in CRM system and call centre software to improve operator performance.

Education

Moscow Aviation Institute (State Technical University) (MAI)

Bachelor of Science (BS), Financial Management/Economy of Investment · (2006 - 2009)

Moscow Aviation Institute (State Technical University) (MAI)

BS, Engineering, aviation military systems development, artificial intelligence · (2003 - 2009)