

## Vladimir Kim



### Education

2005 – 2008 **KIMEP** (Kazakhstan Institute of Management Economics, and Strategic Research under the President of Kazakhstan)

**MBA** student (Master of Business Administration)

Specialization: Accounting

2016 March **Online courses (workshop)**

- Real Yandex Direct
- Real Google Adwords
- Lead generation academy (Facebook, instagram)

2008 January **Training (Deloitte)**

**Big 4 Firm training:**

- “*Development of leadership*” (certificate)

### Work experience

2017 September- present freelancer

2014 August – 2017 September **LLP “AJF”** – **Digital marketing**

*Responsibilities:*

- Making landing pages
- Advertising on Yandex Direct, Google Adwords and teaser advertisement
- Google and Yandex campaign preparation
- UTM term settings
- Key Words Extraction by different Yandex and Google software
- Extraction of non-relevant Key words
- Budget distribution among search advertising and display campaigns
- Making copywriting, Creating banners for Google and Yandex campaigns
- Analyzing competitors

WEB analytics and optimization:

- AB testing
- ROI calculation
- Analyzing heatmap and lead behavior by webvizer
- Analyzing scrolling map and clicks
- Calculation click price
- Audience segmentation by country, age, device, utm source, using Google Analytics
- Analyzing effective campaigns and key words

- Analyzing P&L
- Making LP adjustments due to analytics

2013 August – 2014 August      **“Uberem.kz” cleaning company (startup project)**  
**Internet marketing specialist**

*Responsibilities:*

Advertising on Yandex Direct and Google Adwords. Making Landing pages. ROI calculation, conduct negotiations, closing of a sale, executed work revision.

2011 January – 2013 August      **TCF “Deloitte” – Financial Consultant (Financial Advisory Services Department)**

*Responsibilities:*

Participation in tenders, interaction with the customer (accounting, marketing, logistics, finance, IT, HR departments and department of Ethics), making market research of different industries.

Perform analysis of investment projects and business processes; Interact with internal and external parties regarding all financial matters, including financial planning/analysis, costs analysis budgeting, significant contracts and accounting issues

2008 September 1 – 2010 May 12      **LLP “Deloitte” – Auditor (Resources)**

*Responsibilities:*

Participated in annual audits of financial statements at companies in Kazakhstan, Tajikistan and Kyrgyzstan. During these engagements I participated in audit/review of items of Financial Statement and preparation of full set of financial statements. I am also responsible for analyzing and reviewing internal control process within organizations, using compliance matrix, such as D&I.

During the work I always tried to use more analytical and logical tools in order to build any expectations/analysis.

2008 may      **JSC “Air astana” - Accountant (internship)**

*Responsibilities:*

Coordinating cash flows; Posting of accounting transactions

