

Contact

+351 910 505067 (Mobile)
ivan.pan4enko@outlook.com

www.linkedin.com/in/
panchenkoivan (LinkedIn)
leadforce.digital (Company)

Top Skills

Google Analytics
Web Intelligence
Marketing Strategy

Languages

English (Full Professional)
Portuguese (Native or Bilingual)
Russian (Native or Bilingual)

Certifications

Fluentify Certificate of Attendance -
Ivan Panchenko

Ivan Panchenko

Web Analyst @HugoBoss Digital Campus
Porto, Porto, Portugal

Summary

Hello, I am Ivan.

I'm 34 y.o. and have been analyzing ROI and optimizing conversion rates since the announcement of the iPhone 4S. People often describe me as an extroverted nerd who talks about technology, entrepreneurship, and stocks.

Information, in my opinion, is essential for all business decisions. The faster data is collected, parsed, and analyzed the more competitive business is nowadays.

Experience

Metyis

Web Analyst | Hugo Boss DC
August 2022 - Present (6 months)
Porto, Portugal

- Conversion rate analysis for different MPGs
- Product listing pages and Product description pages CRO
- A/B testing ideation and analysis
- Ecommerce projects ownership
- Content personalization with the Dynamic Yields tool

Ageas Portugal Grupo

Senior Digital Marketing Specialist
May 2017 - July 2022 (5 years 3 months)
Lisbon Area, Portugal

- Digital media campaign coordination (awareness and performance);
- Landing page structure development and optimization using AB tests;
- Web analytics development and implementation using native and custom web tags;
- Funnel conversion rate optimization based on A/B testing findings;
- Development of the flow for conversion funnel and post-launch optimization;
- Digital channels ROI monitoring;

- Product receptivity analysis based on customer engagement;
- Traffic acquisition strategies;
- SEO monitoring and optimization (research and strategy development) using SEMRush and Google Search Console tools essentially;
- Brand web presence monitoring;
- Competitors' strategies tracking and analysis;
- Google Analytics GA UA / GA4 and Google Tag Manager tags maintenance;

comOn Group

Web Analyst & Performance Campaign Manager

July 2015 - May 2017 (1 year 11 months)

Lisbon Area, Portugal

- Media planning for performance-based digital marketing campaigns (PPC and Paid Social).
- Conversion rate optimization through A/B testing of funnel journeys.
- Post-click analysis and ROI improvement.
- From the bottom up, web analytics implementation using Google Tag Manager and Google Analytics.
- Management of client's websites marketing tags (through vanilla DOM events, data layers, and custom JavaScript implementations).
- Data visualization using Microsoft PowerBI dashboards.
- Workshops and training sessions for the internal team and the clients.

BRÖBOS Digital

Digital Marketing Specialist

April 2014 - July 2015 (1 year 4 months)

Portugal

- Development of multichannel marketing campaign strategies.
- Analysis and improvement of PPC and social campaign ROI.
- Analysis and enhancement of eCommerce funnels using A/B testing.
- Creation and improvement of a CRM logic trees for email marketing communications.

Gold Media Group

4 years 2 months

Digital Marketing Team Lead

January 2013 - April 2014 (1 year 4 months)

Moscow, Russian Federation

- Team management (task prioritization and control of deliverables);
- Creation of the online communication plan for the agency's clients.

- Creation of dashboards with aggregated KPIs.
- Development of email marketing growth and retention strategies.
- Analysis of the overall efficacy of an agency's clients' online ads.
- Development and presentation of the agency pitch to clients.
- Relationships management with agency clients and publications.
- Training for both the internal team and the clients.

Digital Media Planner

March 2010 - December 2012 (2 years 10 months)

Moscow, Russian Federation

- Creation of a media plan based on the client's brief and campaign goals;
- Forecasting of ad campaign budgets (mainly paid search and paid social);
- Budget negotiations with publishers.
- Development and management of online campaigns.
- Efficiency analysis and reporting of the campaign results to the clients.

Education

ISEG - Lisbon School of Economics & Management

Bachelor's degree, Economics · (2008 - 2010)

Udacity

Nanodegree, Data Analyst · (2018 - 2018)

Moscow International Higher Business School MIRBIS (Institute)

Certification, Strategic marketing · (2012 - 2013)

Udacity

Google Firebase · (2017 - 2017)

Instituto Superior Técnico

Electrical and Electronics Engineering · (2007 - 2008)