

## Contact

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

## Top Skills

Looker (Software)  
Negotiation  
Leadership

## Languages

English (Full Professional)  
Portuguese (Native or Bilingual)

## Certifications

GA4 Advanced Training Exam  
High Performance Collaboration:  
Leadership, Teamwork, and  
Negotiation  
Exploring and Preparing your Data  
with BigQuery

## Honors-Awards

HUGO BOSS Personalization  
Innovator Award Winner

# Ivan Panchenko

Digital Commerce Analyst @HUGOBOSS DC || Helping E-Commerce Brands Increase Sales with CRO & GA4 Insights  
Porto, Porto, Portugal

## Summary

If your store is getting traffic but not enough sales, your website is leaking revenue. I help e-commerce brands increase conversions, improve user experience, and maximize revenue using data-driven CRO strategies.

Who I Help: E-commerce brands that already have some website traffic but are struggling with high cart abandonment, low conversions, and ineffective landing pages.

How I Do It: By optimizing user journeys, reducing friction in checkout flows, and leveraging GA4 insights to make smarter decisions.

What You Get: Higher sales, better customer engagement, and a more profitable online store.

Want a quick audit of your online store to see where you're losing sales? Let's chat! Send me a message or connect with me here.

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## Experience

### HUGO BOSS

Data Analyst

August 2022 - Present (2 years 9 months)

Porto, Portugal

### Metyis

Web Analyst @ HugoBoss Digital Campus

2022 - Present (3 years)

### 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.

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## Education

### ISEG - Lisbon School of Economics & Management

Bachelor's degree, Economics · (2008 - 2011)

### Udacity

Nanodegree, Data Analyst · (2018 - 2018)

### Udacity

Google Firebase · (2017 - 2017)