

Digital Marketing Specialist · Websites · Conversion Optimization · Analytics**PROFILE**

Digital Marketing Specialist with experience in the B2B tech sector, website management and digital marketing campaigns. Experienced in creating landing pages and web content, managing campaigns with Google Ads and LinkedIn Campaign Manager, and implementing tracking with GA4 and Google Tag Manager. Focused on lead generation and the digital execution of marketing activities.

Professional Experience**Marketing Manager - Website & Digital Design**[365 Heroes GmbH · Germany](#)

Nov. 2024 – Dec. 2025

- Planned and executed Google Ads and LinkedIn campaigns.
- Set up and maintained tracking with Google Tag Manager and Google Analytics.
- Developed landing pages for marketing campaigns and lead generation.
- Managed the company website using WordPress and Elementor.
- Created and maintained marketing and website content.
- Collaborated with sales and technical teams.

Online Marketing Agent[Concentrix · Germany](#)

Apr. 2021 – Apr. 2023

- Supported online marketing activities for various clients and business objectives.
- Analysed relevant campaign KPIs, including CTR, CPC, CPA, conversion rate and ROAS, and derived data-driven optimisation measures.
- Optimised digital campaigns with a focus on performance, audience targeting and conversion.
- Created target-group-specific marketing content and conducted market and competitor analyses.

Administrative Assistant, HR Department[SchizMetallbau GmbH · Germany](#)

Nov. 2019 – May 2020

- Maintained personnel files and employee data.
- Supported the onboarding of new employees.
- Documented working hours, annual leave and sick leave.

Administrative Assistant, Order Processing[Autodoc GmbH · Germany](#)

Oct. 2018 – Oct. 2019

- Reviewed invoices and supported complaint management.
- Handled customer enquiries, complaints and returns.
- Supported compliance with internal quality standards.

Skills**Web & UI Design**

Figma, Landing Pages, Responsive Design
UI Concepts, Visual Hierarchy, Wireframes

Digital Design

Campaign Visuals, Social Media Assets, Webinar Assets,
Brand Communication, Visual Content

Tracking & Tools

HubSpot, GA4, Google Tag Manager
CRM Systems, MS Office

Digital Marketing

B2B Marketing, Google Ads, LinkedIn Campaign Manager,
Content Marketing, Lead Generation,
Campaign Management

Wordpress & CMS

WordPress, Elementor, CMS Management, Website
Content, Page Layouts, Fluent Forms

Working Style

Analytical Thinking, Structured Approach
Teamwork, Initiative

Education & Professional Development**Web Design Course**

Dec. 2023 – Feb. 2024

[Alfatraining Bildungszentrum GmbH · Berlin](#)*HTML · CSS · Flexbox · Responsive Web Design · JavaScript**Fundamentals · SEO*

Final grade: Excellent, 100 points

**Bachelor of Architecture and
Environmental Design**

2006 – 2012

[State University of Construction, Transport and Architecture ·
Bishkek, Kyrgyzstan](#)**Languages****German**

Good working proficiency

English

Full professional proficiency

Russian

Native proficiency