

Peter Dushevsky

Target:

Digital Marketing and SEO

Internet Marketing and SEO professional with 10+ years' experience in Information Technologies and 7 years experience in Digital Marketing and SEO

Citizen of the European Union

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Summary

Digital marketing expert.

Main Achievements

- ✓ 500 000+ daily visits to companies web sites
- ✓ 100+ websites optimized for search engines
- ✓ 50+ high density keywords in Google Top 10
- ✓ 1000+ active partners in affiliate system
- ✓ 20%+ conversion rate for landing pages
- ✓ 4 300 000+ views on one youtube movie

Skills

- ✓ **Digital Marketing:** marketing planning, traffic buying, SEM strategy development, PPC (Google AdWords, Bing Ads, Yandex.Direct), traffic quality analysis, improving traffic metrics and funnel performance, mobile promotion, affiliate marketing, usability, email marketing, viral marketing, A/B testing.
- ✓ **SEO:** SEO strategy development, On-page Optimization, Link Building, Keywords Research, competitor analysis
- ✓ **Programming:** PHP, ASP, HTML, JavaScript, SQL
- ✓ **Computer skills:** Linux, Unix, Windows, Windows Server, Apache, IIS, MySQL, MS SQL Server, DB2, MS Office, Photoshop, Networking
- ✓ **Team leading:** communication, motivation, managing, responsibility, delegation, conflict resolution, integrity, respectful

Employment History

- ✓ Digital Marketing Manager - Gambling Platform, (2014 – Present)
- ✓ Country Manager – AD2Games/HitFox GmbH., Germany (11/2013 - Present)
- ✓ Digital Marketing Manager - Wellmon, Latvia (2014)
- ✓ Chief Marketing Officer – Panzar Europe Oy, Finalnd (04/2013-10/2013)
- ✓ Marketing Manager —Amber Games, Latvia (01/2008-03/2013)
- ✓ Business Development Manager — RBK Games LTD, UK (09/2012-03/2013)
- ✓ IT Manager—ACME GROUP, Baltic (2004-2008)
- ✓ Analyst - EuroSystems, EU (2003-2004)
- ✓ Project Manager - TIKLS NET, Latvia (2004 - Present)
- ✓ Web Programmer - DATA PRO Group, Latvia (2001-2003)
- ✓ IT Engineer - Latvian Railway, Latvia (1997-2012)

Education

Master of Science, Institute of Transport and Telecommunications, Latvia

Certifications

Google AdWords Certificate of Qualification

Publications

- ✓ Comparative Analysis of Security Tools in Modern Analytical Information Systems. Transport and Telecommunication Institute Riga, 2005
- ✓ OLAP Security Design Research Issues. Transport and Telecommunication Institute Riga, 2004

Languages

English, Russian, Latvian

Detailed Information About Experience

11/2014 – Present. Digital Marketing Manager

Bitcoin Gambling Platform, – Leading bitcoin gambling system, including sportsbook, live casino and slots.

Main tasks:

- ✓ Digital strategy creation from scratch;
- ✓ Affiliate network development;
- ✓ Onsite and offsite SEO strategy;
- ✓ Managing User Acquisition campaigns (Ad and Affiliate networks)
- ✓ Analyzing traffic quality – detecting fraud, incentivized traffic;

11/2013 – Present. Country Manager

[AD2Games GmbH](#), Germany – Performance marketing affiliate network

Main tasks:

- ✓ Strategy for business development in CIS and Baltics
- ✓ Creating affiliate partners portfolio on CIS and Baltic countries;
- ✓ New partners acquisition;
- ✓ Representing company during events (Gamescom, Igromir, CPAConf, CPALife, Kinza, Russian Internet Week);
- ✓ Analyzing traffic quality – detecting fraud, incentivized traffic;
- ✓ Contracts with payments processing platforms;
- ✓ Accounts management.

2014. Digital Marketing Manager

[Wellmon SIA](#), Latvia – Leading Binary Options platform

Main tasks:

- ✓ Creation digital strategy from scratch;
- ✓ Defining and optimizing the User Acquisition strategy;
- ✓ Setting-up, launching and managing User Acquisition campaigns;
- ✓ Onsite and offsite SEO strategy;
- ✓ Account management.

04/2012 – 10/2013. Chief Marketing Officer

[Panzar Europe Oy](#), Finland – Game developing and publishing company

Main tasks:

- ✓ Marketing plan development and implementation;
- ✓ Creating new players acquisition strategy from scratch;
- ✓ CPM, CPC, SEO, PPC, SEM, SMM campaigns creating, control and analysis;
- ✓ Delivering agreed P&L results.

10/2012 – 03/2013. Country Manager Russia & CIS

[Amber Games LTD](#), Latvia - the largest online game developer in the Baltic region.

Main tasks:

- ✓ Research (new partners, marketing opportunities in the region);
- ✓ New players acquisition;
- ✓ CPM, CPC, SEO, PPC, SEM, SMM campaigns creating, control and analysis;
- ✓ Affiliate partners acquisition;
- ✓ Events organization: planning, implementation, and quality control;
- ✓ Gather feedback on performance in the region;
- ✓ Delivering agreed P&L results.

09/2012 – 03/2013. Marketing Manager

[RBK Games LTD](#), UK/Latvia - game publishing company.

- ✓ Looking for browser based games developers for publishing games in companies game portal
- ✓ Communication with potential game partners
- ✓ Relationships management with game developers
- ✓ Serving as primary contact for clients during game integration and management process
- ✓ SEO strategy development, Keyword research, managing backlinks and link-building

01/2008 – 10/2012. Marketing Manager

[Amber Games LTD](#), Latvia - the largest online game developer in the Baltic region.

Main tasks:

- ✓ Developing and implementing marketing strategy across all key marketing channels with a focus on acquisition, ROI and customer retention
- ✓ Development companies metrics system for marketing campaigns quality and players funnel improvement
- ✓ Maintaining and improving relevant site traffic to all websites
- ✓ Work with more than 1000 media partners worldwide, daily traffic monitoring, including successful goals and sales analysis
- ✓ Identifying trends and patterns in data and making recommendations
- ✓ Marketing campaigns planning
- ✓ SEO strategy development, Keyword research, managing backlinks and link-building
- ✓ PPC campaigns management Google AdWords, Bing Ads, Facebook Ads, Yandex Direct, Begun, Target@Mail.ru, VKontakte Ads

01/2004 - Present. Project Manager

[TIKLS NET](#), Latvia - one of leading Latvian SEO agencies, software development and hosting company.

Main tasks:

- ✓ 2008-2010. Internet shop BestPC.LV management – online marketing (Google ADWords, media advertising, affiliate marketing, SMM), SEO – 2nd place on keyword Datori and others, partnership management, team leading;
- ✓ Leading more than 10 IT projects, including government, corporate and e-commerce solutions
- ✓ Developing SEO Strategies for different accounts
- ✓ Meeting with clients to develop an understanding of their objectives and recommending SEO strategies
- ✓ Sales team management in companies online stores
- ✓ Purchasing manager
- ✓ SEO and SEM for inhouse e-commerce solution

2004 - 2008. Head of IT department in Latvia

[ACME Group](#) - leading distributor of vast range of IT products.

Main tasks:

- ✓ IT Budget planning
- ✓ ERP system implementation and support
- ✓ Informational security maintenance
- ✓ Hardware and Software maintenance

1997 - 2012. IT Engineer

[Latvian Railway State JSC](#) - one of the biggest in the state concerns.

Main tasks:

- ✓ Software Development on PHP, ASP, JavaScript, Clipper, HTML, MS SQL Server, MySQL, DB2, MS Access
- ✓ Project leading and system analysis

2003-2004. Web programmer/ System analyst

EuroSystems - European full-service solutions provider.

Main tasks:

- ✓ Software Development on PHP, ASP, JavaScript, Clipper, HTML, MS SQL Server, MySQL
- ✓ System analysis
- ✓ Database management and research, failover cluster creation
- ✓ Old programming code optimization

2001-2003. Web programmer

Data Pro Group - Latvian software development company

Main tasks:

- ✓ Software Development on ASP, PHP, MS SQL Server