



David Demid

Fields:

- ◇ Amazon
- ◇ USA retail
- ◇ USA Wholesale
- ◇ Fashion industry
- ◇ Beauty industry
- ◇ Canada Retail
- ◇ Auto market
- ◇ Tourism
- ◇ Crypto

Description

Making millions of dollars in revenue for my clients, creating art and living my best life.
Coding as a hobby, marketing and sales as a vocation.

Work experience

Business Intelligence and Project Management
at Mellanni

July 2023 - Now | New Jersey (US)

- Transforming data into strategic insights, and guiding decisions through advanced analytics and visual storytelling.
- Orchestrating teams, risks, and communication to deliver projects harmoniously on time and within scope.

Chief Marketing Officer
at Argo Brands LLC

December 2022 - July 2023 | Georgia (US)

- Development and implementation of Sales-focused marketing strategies
- Project Management Software implementation and proccesses control
- Marketing department management: (SEO, Linkbuilding, SMM, Targeting, Email, Influencer Marketing, Copiwriting, Chat-Bots, Support.)
- Content department management
- Marketplaces department management

Marketing Channels Director
at The Best Industries Inc.

September 2021 - December 2022 | Illinois (US)

- Over \$100 000/Mo marketing budget management
- Development and implementation of GTM and marketing strategies
- Marketing department management of 17ppl: (SEO, SMM, Crowd, Email Marketing, PPC/Social media ads, Influencer Marketing managers, Content creators...)
- Opening and management of new sales channels (USA, Canada)

Hard Skills

- SEO
- ASO
- SMM
- PPC
- Targeting
- Email Marketing
- CSS
- HTML
- Linkbuilding

Soft Skills

- Project and team management
- Setting and evaluating tasks
- Teamwork
- Resource management

Languages

- English - C1
- German - A2
- Russian - Free
- Ukrainian - Native

Contacts

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E: hi@daviddemid.com

Chief Marketing Officer **at Agava Group LLC**

March 2020 - August 2021 | Florida (US)

- Over \$20 000/Mo marketing budget management
- Marketing department management of 12 ppl: (SEO, SMM, Email Marketing, PPC/Social media ads, Influencer Marketing managers, Content creators, Sale Funnels creators...)
- Advising the email marketing department of partners ([Brander.ua](#)).
- Development and implementation of marketing strategies, budget planning

Traffic Manager +SMM **at Fusion**

April 2020 - March 2021 | Kyiv (UA)

- Driving traffic to the site ([fusion-clothing.com](#)).
- Creating content for ([INST:@fusion_clothing](#)).
- Analytics

Digital Marketing +Traffic +ASO **at WhiteBIT**

June 2019 - March 2020 | Kharkiv (UA)

- Development and implementation of marketing strategies (B2B and B2C)
- Budget planning and financial analytics
- Driving traffic to the site ([whitebit.com](#)).
- Promotion of mobile Apps (Full ASO cycle) ([Android](#)), ([IOS](#)).

SEO Specialist **at AmzSil**

January 2019 - March 2020 | Kharkiv (UA)

- Amazon listings SEO optimization
- Content creation
- Development and implementation of marketing strategies
- Facebook Ads management

SMM Specialist **at Kitchen Extreme**

September 2018 - October 2019 | Kharkiv (UA)

- Creating content for ([kitchen_extreme](#)).
- Collaboration management
- Analytics

Digital Marketing Specialist **at Promodex**

February 2019 - June 2019 | Kharkiv (UA)

- SEO - optimization and promotion of client sites and [promodex.net](#)
 - SMM - promotion of client accounts
 - PPC - launch of Adwords advertising campaigns
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Education

English HUB

- Obtained level: Upper Intermediate
2021 | Ukraine, Kharkiv
- Obtained level: Upper Intermediate
2019 | Ukraine, Kharkiv
- Obtained level: Intermediate
2018 | Ukraine, Kharkiv

LEMON.SCHOOL IT-courses

- Qualification: SEO
2019 | Ukraine, Kharkiv
- Qualification: SMM
2019 | Ukraine, Kharkiv

Kharkiv National University of Radioelectronics

Obtained qualification: Bachelor's Degree Program subject area: Computer Engineering
September 2018 - July 2021 | Ukraine, Kharkiv

Kharkiv Radio Engineering Technical School

Obtained qualification: Junior Specialist Specialization: Computer Software Engineering
September 2014 - July 2018 | Ukraine, Kharkiv

Scientific Activity

The 9th IEEE International Conference on Dependable Systems

Industry: **Services and Technologies**

Topic:

The automation of the technological processes in the Manufacturing Internet of Things context for the pharmaceutical enterprises
24-27 May 2018 | Kyiv (UA)