



Egor Fareitorov

Strategic and Performance Marketer

e.fareitorov@yandex.by

+375297541887

Minsk, Belarus

Profile

Marketing is literally a part of my life (in general, our whole life is permeated with it :) and I have a great expertise in:

+Strategic and growth marketing

Classic analysis of the product\service and the environment is must, but in order to improve solutions I use psychology and neuromarketing investigations\behavior models. Develop market itself to expand the sales funnel lowering CPA\CPO.

+Data-driven approach and end-to-end analytics (performance marketing)

Develop BMP-foundation that will specify business, set events, figure out ads mix for test, stress-test.

+Data\product analytics tools

Self-experienced in data and Marketing tools (Sql, Power BI\Tableau, Yandex Metric, Google Analytics, Smart Analytics, CallTouch, RingoStat).

+Marketing team management

Experienced in all areas of marketing, which allows me to effectively hire and manage a team of specialists (speaking the same language, instruct and help build a vector, prioritize tasks from a strategy). Worked with a team consisting of seo, ppc, analyst, smm, marketers, content-managers, video production,tik-tok, event-manager and many other outsource staff.

+ Problems solving and Decision making (major)

the most important thing define CMO from specialist is the ability to make good decisions in conditions of limited information.

Employment History

Chief Marketing Officer at AutoGroup, Minsk

2021–Present

Main achievements:

- average net ROMI 475% (2nd part of 2021)
- evolving market capacity by +100% every year
- end-to-end analytics implementation and developing extra tagging system (source accuracy by + 15-20%)
- creation of one of the largest, most significant and recognizable automotive communities in Belarus
- staff growth from 2 to 45 (from 1 to 5 representative offices)

My 5 main functions:

1. Sales promotion
2. Market development (capacity, perception, trust)
3. Company growth and its services (strategic and tactic decisions)
4. Formation and development of Image and Brand
5. Support (SEO, PPC, SMM, Content, Event, Projects)

Freelance

Social media strategy

Lead gen and sales funnels mix

End-to-end analytics integration

Marketing research

Brand consulting

Skills

Critical thinking and problem solving
Analytical Skills
Performance Marketing
Leadership
Teamwork
Strong Communication Skills

Head of Product Marketing at Drops Kids (B2B), Minsk

2016–2019

- reloading the native view on playground experience of households developers
- first company that install ultra-premium playground kits in Belarus - developing new niche
- direct marketing B2B customers and creating value kits that they using in B2C activities
- creating custom complex items for local market (A-100 Development, Tapas, Triple and etc)
- self mastering: deep playgrounds studing to provide unique kind of client's service (be a part of client team)

Marketing specialist at Drops Auto (B2C), Minsk

2013–2015

- complicated web development (cross-systems; b2b and b2c services)
- trade marketing (btl promotion)
- sales support
- atl promotion
- multibrands management
- e-commerce

Marketing Specialist at GLASSBEL Group (B2B), Minsk

2011–2013

- marketing planning
- sales support
- brand holding
- loyalty recognition

Education

CIM: Professional Certificate in Marketing, Professional Certificate in Marketing: Level 4, Business School IPM

2014

Professional Marketer, IPM Business School, Minsk

2012–2012

Faculty of Business and Management; Economy in the national economy, Master's degree, BSATU

2012

Courses

Power BI at Netology

2022

SQL and data query at Netology

2022

Foundamentals of Statistic (in progress) at Stepic

2022

Analytics and analytical thinking at Netology

2022

Neuroeconomics: How the Brain Makes Decisions at Higher School of Economics (Coursera)

2017

Web Analyst: Advanced course at Webcom Academy,

2016

Languages

Russian Native speaker

English B2

Hobbies

Technologies, Cars, Snowboarding

Links

[Linkedin](#)