Denis Kozyrev

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PROFILE

Marketing Specialist | Paid Ads, SEO, ROAS, Email Marketing & Campaign Performance

Marketing Coordinator with a Post-Degree Diploma in Marketing Management from Langara College and hands-on experience supporting digital marketing, website content, social media, communication strategies, paid search and campaigns, promotional materials, and performance reporting. Strong background in creating marketing materials, managing digital assets, supporting online promotions, preparing written content, tracking campaign results, and helping brands improve visibility through digital channels.

SKILLS & PROFESSIONAL HIGHLIGHTS

- Meta Ads and Google Ads campaign management, geo-targeting, audience segmentation, Lookalike Audiences, retargeting, A/B testing, budget management, campaign scaling, and optimization.
- Social media account support for Instagram, Facebook, Reels, Stories, and online brand awareness.
- Website content updates/development, landing page optimization, SEO keywords, WordPress CMS.
- Newsletters, email marketing, Mailchimp, promotional materials, reports, and campaign copy.
- Generated qualified leads at approximately **CAD $6** through an Instagram advertising funnel for a Vancouver-based service business, supporting sales with an average order value of **CAD $500**.
- Paid media analytics and reporting: CTR, CPC, CPL, conversions, leads, ROAS, and Google Analytics.
- Created static and video ad creatives using Canva, Figma, CapCut, Photoshop, and AI tools.
- Researched competitors, customer behaviour, market trends, and content opportunities.
- Strong writing, communication, multitasking, attention to detail, and deadline management.

EDUCATION

Marketing Management, Post-Degree Diploma – 2 years Graduated – April 2026
Langara College, Vancouver, BC

Key Courses: Social Media Strategy, Marketing Research, International Marketing.

Bachelor's Degree in International Trade & Customs Graduated – July 2023
Rostov State University of Economics – Rostov-on-Don, Russia

WORK EXPERIENCE

Attendant February 2026 – August 2026
Jim Pattison Lexus Northshore – North Vancouver, Canada

- Supported daily dealership operations, vehicle movement, and customer-facing service standards.
- Prepared vehicles for clients, test drives, and hand-offs while maintaining brand presentation.

WORK EXPERIENCE

Operations & Marketing Manager December 2021 – August 2024
LLC DONTORG – Rostov-on-Don, Russia

- Managed **70** cleaning staff across daily client sites, including police stations, institutes, and colleges.
- Supported business growth, helping the company reach **#105** in regional rankings for **2023–2024**.
- Managed **20+** public-sector cleaning contracts, overseeing service delivery and client relations.
- Worked with external vendors on print, direct mail, B2B materials, and branded presentation assets.
- Managed Google Ads, geo-targeting, service offers, banners, brochures, and local promotions.
- Analyzed customer inquiries, competitor activity, paid search performance, and campaign feedback to refine service positioning and improve marketing messaging.

Procurement & Operations Coordinator April 2021 – August 2024
LLC DONSNAB – Rostov-on-Don, Russia

- Prepared/submitted over **300** tender applications under regulated public procurement procedures.
- Reviewed auction requirements, technical specifications, and pricing for competitive tender auction.
- Managed **30+** suppliers to support food, cleaning, and operational supply contracts.
- Coordinated deliveries, route sheets, driver schedules, and warehouse/service location logistics.

Office Operations Assistant September 2017 – April 2021
LLC DONSNAB – Rostov-on-Don, Russia

- Supported daily office operations through documentation, filing, and administrative coordination.
- Maintained internal records, updated basic data, and organized office files.
- Assisted with order follow-up and coordination between departments.

PROFESSIONAL CERTIFICATIONS

- AI-Powered Shopping Ads Certification June 2026
- Google Ads Display Certification June 2026
- Social Media Simternship® – Classic, Stukent July 2025
- Hootsuite Platform Certification June 2025
- Hootsuite Social Media Marketing Certification June 2025

INTERESTS & HOBBIES

- AI platforms, digital marketing tools, and business technology.
- Car enthusiast, tech-savvy, content creation, and social media trends.

LANGUAGES

- English: CELPIP CLB 9 Russian: Native language