



Alex Yablonsky



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I currently live in Vilnius, Lithuania, open to work worldwide

Digital Marketing Specialist, Architect & Growth Strategist

Summary

Digital Marketing Specialist, Architect & Growth Strategist with 20+ years of experience building, scaling and optimizing global digital ecosystems for e-commerce, healthcare, longevity, technology and regulated online financial services.

Expert in **Google Ads, Meta Ads, LinkedIn Ads, YouTube Ads**, omni-channel campaigns, AI-assisted optimization, conversion engineering, and **SEO/AEO/GEO** visibility growth.

Delivers performance-driven marketing infrastructures that integrate paid media, organic growth, trust marketing, reviews, automation, analytics, CRO and product-led growth.

Combines senior-level marketing leadership with full-stack technical capabilities: **Linux servers, hosting/deployment, CMS/e-commerce platforms (Magento, WooCommerce, OpenCart, Presta), CRM/ERP integration, analytics, tracking, automation and platform scaling.**

Strong background managing **high-volume international online platforms**, including:

- High-traffic e-commerce
- Regulated online financial services
- High-intent lead generation markets

Proven track record of reducing acquisition costs, increasing visibility, scaling organic & paid traffic, improving profitability and delivering measurable business growth.

Languages: English, Russian, Ukrainian, Polish.

Core Competencies



Digital Marketing & Paid Media

Google Ads (95% / WW), Meta Ads (85% / WW), Bing Ads (8% / US/UK), LinkedIn Ads (20% / B2B), TikTok Ads (20% / e-com), YouTube Ads, Programmatic DSPs, Retargeting & remarketing ecosystems.

Analytics & Attribution

GA4, GTM, GDS/Looker Studio, event-based analytics, multi-touch attribution, cohort analysis, funnel optimization, conversion tracking infrastructure.

SEO / AEO / GEO & Organic Growth

Technical SEO, structured data, content architecture, vertical search optimization, geo-intent targeting, user-intent clustering, trust-based visibility (reviews, ratings, media mentions).

E-Commerce & Product Growth

Shop management, assortment expansion, pricing, merchandising, conversion optimization, product launch strategy, retention models.

Trust & Reputation Marketing

Google ratings, Trustpilot, marketplace reviews, industry rankings, UGC, credibility architecture.

SMM/Social Media Optimization

Content funnels, engagement optimization, Awario/BuzzBundle, Brand24, competitor monitoring, TikTok/Meta/YouTube growth.

Technical & Full-Stack Skills

Linux admin (Debian/Ubuntu), Webmin/Virtualmin, server orchestration, deployment pipelines, Magento, WooCommerce, OpenCart, PrestaShop, WordPress, custom integrations, CRM systems, helpdesk, live chat systems, API connectors.

Professional Experience

2019 – Present: Digital Marketing Specialist, Architect and Growth Strategist. DPU Systems UAB, Lithuania

E-commerce • Healthcare • Longevity • Technology • Regulated Online Financial Services

Led global digital strategies across e-commerce, healthcare, longevity tech and large-volume digital platforms in regulated online financial services.

Key achievements:

- Built multi-channel acquisition systems integrating **Paid Media + SEO/AEO/GEO + Trust Marketing + CRO**.
- Scaled campaigns with budgets **from \$3K to \$1M+**, delivering sustainable ROI.
- Optimized visibility and conversions for B2C shops and medical/tech startups in Lithuania.
- Introduced automation and reporting ecosystems (GA4, GTM, GDS, CRM integrations).
- Administered e-commerce platforms (WooCommerce, OpenCart, Magento), CRMs, hosting and backend infrastructure.

2024 – 2025 (Case Study)

Medical Clinic (Vilnius) – Google Ads Performance Case

(Project details under NDA; data available on request)



- Clicks: **+900% (9×)** YoY
- Impressions: **+1500% (15×)**
- Average CPC: **–50%**
- Conversions: **+1,806.66% YoY**
- 19× more conversions compared to the previous agency

2012 – 2019: Digital Marketing Specialist & Growth Architect. ASMBRAIN Group, Ukraine

E-commerce • Regulated Online Financial Services • Trading Technology Platforms

- Directed digital growth for **high-traffic international online platforms** in strictly regulated markets.
- Achieved first-page visibility across competitive keywords globally.
- Managed trust systems, reviews, ratings, industry rankings.
- Introduced scalable content architecture, SEO/AEO/GEO, and link-building ecosystems.
- Built SMM infrastructures and global ad funnels (Google, Meta, YouTube).

2007 – 2009: Marketing & Divisional Head. International Online Trading Technology Group, Europe

- Led digital marketing and customer acquisition for a high-traffic European online platform.
- Developed cross-channel campaigns, retention funnels and CRM-based growth systems.
- Led regional marketing operations for one of the world's leading financial services brands.
- Delivered client acquisition and retention programs across B2C and B2B.
- Built high-performing regional teams and optimized lead-generation funnels.

2005 – 2007: Marketing & Divisional Manager. International Financial Technology Services, Europe

- Built marketing & sales processes for a large consumer financial services platform.
- Managed B2C/B2B campaigns, partnership programs and digital visibility.
- Managed regional marketing initiatives for a major financial services.
- Implemented data-driven client acquisition strategies, boosting conversion and brand trust.
- Adapted global campaigns for the Ukrainian market.

2004 – 2005: Customer & Partner Relations / B2B Sales. Raiffeisen Bank Aval, Ukraine



- Led B2B client relations and acquiring systems integration (POS-terminals, card payments).
- Drove adoption of banking innovations among regional business clients.
- Developed sales and marketing synergy to promote financial products.

Software and systems

CMS/e-commerce platforms: Wordpress, Magento, WooCommerce, OpenCart, Prestashop etc.

Digital Marketing: Google Ads, Meta Ads (Facebook and Instagram), LinkedIn Ads, TikTok Ads, Twitter Ads, Snapchat Ads, Pinterest Ads, Reddit Ads, Quora Ads, Microsoft Ads (Bing)

Web Analytics: Google Analytics 4 (GA4), Google Tag Manager (GTM), Hotjar, Mixpanel, Amplitude, Microsoft Clarity, Heap, Crazy Egg, Piwik PRO, Clicky

SEO Tools: Google Search Console, Ahrefs, Semrush, Similarweb, Screaming Frog SEO Spider, SEO PowerSuite (Rank Tracker, SEO SpyGlass, WebSite Auditor, LinkAssistant), Moz Pro, Majestic, SE Ranking, Serpstat, SpyFu

SMM / SMO Tools: Awario (Buzzbundle), Hootsuite, Buffer, Sprout Social, SocialBee, Later, Loomly, Agorapulse

AI for Digital Marketing: ChatGPT (OpenAI), Jasper AI, Copy.ai, SurferSEO, Writesonic, MidJourney, Stable Diffusion, Synthesia, Grammarly Business, Persado

Education

Master's Degree in Economics (Management and Marketing)
Dnipropetrovsk National University, Ukraine — 2001

Hobbies & Interests

Active lifestyle, running, walking, calisthenics, tennis, basketball, football, chess, checkers, travel.