



Sergiy Maksymenko

Marketing Consultant | WordPress Designer & Developer

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Objective: To obtain the **Marketing / Product / Manager** position in a company where I can apply best practices and leverage my experience.

Profile: The marketing concept is the philosophy of the business. I use Progressive Web Applications (PWAs) and design patterns to provide a reliable, fast, and engaging user experience. Skills help us do — values help us become.

Summary: Marketing Consultant with over 15 years of experience in Marketing support having a strong background in Web Development, People Management, Data Analysis and Software Engineering Quality Assurance.

Experience

Marketing Consultant | WordPress Designer & Developer >15 years / From 2004 – Now /

- Strategic Marketing Planning for IT Outsourcing & Outstaffing campaigns
- Marketing research (Benchmarking, A/B testing) using open source data Digital Marketing channels
- Develop product pricing strategies and product values list for B2B and B2C markets
- Playing a secondary role as an SEO Consultant doing on-page SEO, off-page SEO, keyword research and managing social media accounts, creating the content, Link Building
- CRM analytics and data making
- Develop quality WordPress websites using Advanced Custom Fields and the theme customizer to provide for a completely customizable website
- Work with lots of e-commerce projects
- Develop new website features and seeks out existing solutions to meet client needs
- Implement designed layout with attention to details such as style and size of type, photographs, graphics, animation, etc. for the web and various other media
- Ensure cross browser compatibility, trouble-shooting and tracking issues, logs bugs, and collaborating with team to define site releases
- Discerning feasibility of architectural and design prototypes
- Initial and ongoing full-stack development of highly public and highly accessible free/paid subscription-based websites
- Collaborating with team members in other disciplines to solve display, interaction and navigation challenges

Education

Diploma in Marketing at Kyiv National Economic University named after Vadym Hetman (2006)

Skills

Marketing:

Strategic Planning Marketing, Qualitative and Quantitative Marketing Research; Benchmarking; A/B Testing; SEO; Content Making; Lead generation; Google Analytics

Management:

Highly organizational and communications skills; Analytical thinking; Attention to details; Strong problem solving skills

Technical:

Basic level of: HTML; PHP (Laravel, Ruby on Rails); JavaScript; JSON; CSS (Sass/SCSS); MySQL; AJAX; jQuery; Git; Progressive Web Applications (PWAs)

WordPress:

Elementor; WooCommerce; Multi language; High traffic sites support; Advanced knowledge of codex and WordPress core

Languages: Ukrainian (fluent) Russian (fluent), English (fluent), French (beginner)

Hobbies: Music, retro cinema, bicycle, gardening, crafts from wood, kayaking, light aircraft, Arduino

[Online updated research "Websites of IT companies located in Ukraine or/and use the services of Ukrainian developers and teams"](#)

Founder & manager of the social project: strichka.org.ua

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