



Stanislav Pirogov

Google AdWords Expert

Cooperate only remotely

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Certificates:



Check the status of Google partner: [Here](#)



Experience



Period:

02.2012-

04.2013

Online store of brand clothes. **PPC specialist.**

1. Development Google advertising campaigns, search campaigns, GDN, remarketing, google shopping, etc.
2. Optimization of google advords campaigns.
3. Analysis of the effectiveness of advertising campaigns in Google Analytics.
4. Preparation of detailed progress reports.
5. Advice on optimizing of the site.

Period:

04.2013-

08.2014

The leading Internet agency Fresh IT. **Head of PPC advertising department.**

1. Appointments and meetings with clients.
2. Organization and control of the department.
3. Task statement and control
4. Monitoring achievement agreed Key Performance Indicators.
5. The development of high-grade reports for clients.

Period:

09.2014-

till now

The independent expert - a consultant on PPC contextual advertising in Google Adwords. Official Google partner

1. I cooperate with big customers.
2. I provide an integrated approach and promotion using the latest tools of Google Adwords.
3. The results: high return on investment ROI of more than 1200 %. Reducing costs of clicks from 30 to 150%.
4. I use a non-standard approach to achieve the Key Performance Indicators.
5. Developed more than 250 successful campaigns. Perhaps your company will be the next?

Skills:



KPI Adoption

Market analysis. Identify strengths and weaknesses of competitors.

The introduction of Google Analytics and its full configuration. Account Settings. Geography of ad impressions, impressions schedules, etc.



Setting search advertising. Selection of key words and negative words.

Writing selling ad text.

Setting A / B testing of ads and their adaptation for mobile devices. Use of all additional ad extensions.



Setting GDN on all kinds of targeting: interests, topics, key words, demographic data, placements. The development of animated banners or loading customer banners.

YouTube settings for all types of targeting: interests, topics, key words, demographic data. The development of animated banners or loading customer banners.



Setting all kinds remarketing general, search, dynamic, commercial using complex conditions.

Setting advertising on Gmail.

DSK. This new ad format will allow the site to attract users who are looking for your product, but the transition from the competition sites (them your ad might not appear before). Such advertising is cheaper than a conventional search engine and allows you to "catch" potential customers from your competitors



Setting Product Listing Ads - Google Shopping. Customize Google Merchant Centre account. Choosing the conversion of categories and nomination shows the priority.

Customize your product listing ads to YouTube video clip.

Setting up advertisements on each card individually goods.



Automatically adjusted to target the weather, if your business is related to weather conditions.

Rates are adjusted automatically adjust depending on the weather conditions. Customizable automatic adjustment of rates depending on the prices of competitors on the advertised goods.

Phone boom. If your business depends on the phone calls, I show ads on mobile devices with the function of a direct call on your phone without having to visit your site.