

Evgenii Kudriashov

Marketing & Advertising

Dublin: Ireland

evgenii.kudriash@gmail.com

+353860599181

in/evgeniikudriashov/



Key Professional Skill Set

- Entrepreneurial: to better understand the needs of the business that i work with i just treat it as if it was my own
- Growth mindset: there are a lot of things i don't know but i love learning and i won't stop till i grok it, especially technical and complex topics
- Hands-on: after working across senior operational focused and leadership roles within various professional settings i equally do not fear getting involved in tactical actions or strategizing and driving large scope projects with cross-functional teams

Core Competencies

Digital Marketing - Performance & Branding | Brand Activation Strategy | Mobile & Web Marketing and Product Marketing | Strategic Partner Management | Project Management | Data Analytics | Go-to-Market Strategy | Marketing Technical Solutions | Marketing Creatives Concepts Ideation and Briefs | People Management |

Certificates & Courses

- ELVTR - Motorsports Marketing & Partnership
- Meta Certified Media Planning Professional & Media Buying professional

Personal Interests

Motorsports: racing and drifting in particular is my passion and in my free time I am competing in local virtual drift championships

Music: I play multiple instruments and love sound engineering and recording.

Experience

 **Partner Manager | Gaming & Tech, CEE MID-MARKET | April 2023 TO PRESENT**
META (FORMERLY FACEBOOK) | IRELAND

KEY ACHIEVEMENTS AND RESPONSIBILITIES

- As a member of a quota motivated sales team i am managing advertising accounts of ambitiously growing Tech & Gaming companies in the CEE region
- Renowned expert in advertising for games and also leading the gaming vertical in Mid Market
- Driving scalable, data and product driven technical solutions for my clients and those that impact broader internal teams
- Leading internal education for Account Managers in Mid Market across EMEA region on mobile apps marketing

 **CLIENT SOLUTIONS MANAGER: EMEA IN-MARKET, GAMING | JULY 2020 TO FEBRUARY 2023**
META (FORMERLY FACEBOOK) | IRELAND

KEY ACHIEVEMENTS AND RESPONSIBILITIES

- Demonstrated strong collaborative and technical capabilities: working as part of the Gaming Enterprise Team, and managing advertising accounts of some of the world's biggest and most influential clients in the gaming vertical
- Delivered towards assigned quotas and managed \$30M+ quarterly run rates
- Strategic consulting on most efficient marketing and creative strategies to increase Meta's scale and performance for existing and new mobile games

- Achieved internal recognition for addressing critical user acquisition challenges with actionable solutions, leveraging hands-on advertising experience to analyse and optimise campaign setups to improve performance and scale
- Exercised complex measurement, pLTV and MMM studies that involved multiple internal and external collaborators
- Engaged with direct client meetings with C-level and UA team members, performed regular QBRs
- Navigated clients' tests to improve their performance, measurement and marketing creative strategies
- Actively collaborated with internal XFN (cross-functional) partners to solve most complex technical, policy, ,creative and strategic issues; Onboarded clients for Alpha and Beta Ads Product tests.

SENIOR USER ACQUISITION MANAGER | SEPTEMBER 2017 TO AUGUST 2020 **GOODGAME STUDIOS | GERMANY**

KEY ACHIEVEMENTS AND RESPONSIBILITIES

- Managed UA channels for web and mobile games: Facebook, Google (UAC, Display & Search), DSPs, Apple Search Ads, Bing, native and rewarded video networks
- Played an integral role in the launch of 3 mobile games; planning and executing growth strategy, conducting competitor analysis, retention/monetisation testing and exceeding ROAS targets during global launches
- Launched "Big Farm Mobile Harvest" (casual, lifestyle & puzzle, simulation genre) globally. In its first month the game has reached Top #43 Grossing Games in Games/Casual in USA. Up until now the game has generated 41+ million downloads across Android and iOS and continues to be ROI positive
- Working closely with Gaming Studios Leads to setup product and marketing KPIs, work towards them together with the UA team and analyse results so to make relevant in-game and marketing adjustments for consistent retention and LTV curves improvements
- Collaborating with Data team to ensure accurate and relevant data is visualised in internal BI tools
- Planned and prepared briefs for marketing artists' sprints to ensure new static and video creatives delivery

ADVERTISER ACCOUNT MANAGER | DECEMBER 2015 TO AUGUST 2017 **CHEETAH MOBILE (ex Mobpartner) | FRANCE & GERMANY**

- Managed advertiser accounts across e-commerce, utility and gaming verticals
- Optimising various external sources (affiliates) and giving direction for internal media buying team to improve quality
- Internal and external reporting, monthly invoicing
- Mediation platform optimization through Mopub. Improving ROI for Clean Master ads monetisation.

Education

- Grenoble Graduate School of Business | 2014 to 2016
M.Sc. in International Business
- Samara State University: Russia | 2008 to 2013
BS in International Relations

Languages

Fluent in English and Russian (native)

References are available on request