



VICTORIA REBAL

Digital Marketing Expert, Coach, Trainer

born in Georgia, 5/05/1983

SERVICES

Consulting, Project Management, Interim Project Management, Interim Team Lead, Coaching & Training

SKILLS

Management of international and local PPC, Display, Social Advertising and Retargeting Campaigns using Google Ads, App Campaigns, Bing Ads, Facebook Ads, Criteo; Digital Marketing Consulting; Consulting for Technical Infrastructure, Tracking & Analytics in Digital Marketing

INDUSTRY EXPERIENCE

Online Dating, E-Commerce, Insurances, Gaming, Social Networks, Tourism, Business Networks, Local Businesses, Health Organizations.

STRENGTHS

Technical Know-How (Remarketing & Tracking)
Analytical Skills
Out-of-the-box thinking
Intercultural Competence
Leadership Competence

EDUCATION

08/2005 – 01/2010

University of Hamburg, Germany

Study of Business Administration

Focus: Marketing & Media

08/2000 – 07/2005

University of Belgorod, Russia

Study of Linguistics (German and English)

REFERENCES – MY PROJECTS

Since 06/2018 – till now

eHarmony (Online Dating, USA)

Helped to migrate, restructure and align all PPC campaigns for the countries US, UK, CA and AU including setting up new Tracking and Remarketing infrastructure

Since 03/2018 – till now

Parship Group GmbH (Market leader for serious Online Dating in Germany)

Interim Team Lead of PPC Department; strategical projects in Bidding, Tracking and brand positioning; strategical and operative management of PPC campaigns for the brands Parship and Elite Partner

04/2018 – 11/2019

XING SE (Leading Business Network in Germany)

Strategic Projects in Tracking & Analytics for Digital Marketing, New Retargeting Set-Up, Creating New Strategy and Set-Up for Social Advertising aligning all accounts and products, Coaching and Training of the PPC Team

09/2017 – 01/2018

eProfessional (#1 PPC Agency in Germany, Hamburg, Germany)

Interim PPC Manager for a large scale PPC account, client management (Insurance)

10/2017 – 02/2018

Dating Café (Hamburg, Germany)

Digital Marketing Consulting, helped to re-structure all PPC accounts to make it profitable, Management of PPC Accounts (all channels)

01/2016 – 03/2018

Think Big Online (PPC Agency, Sydney, Australia)

Team Lead of PPC Department; Hands-On Management of PPC accounts (Google ads and Bing ads) for Small Business Clients, client management, Digital Marketing Consulting, Training and Coaching

9/2016 – 07/2018

Top Hat Media (PPC Agency, Sydney, Australia)

Hands-on management of PPC campaigns (Google ads, Bing ads and Facebook ads), Digital Marketing Consulting

08/2000 – 07/2005

Campaign management for different small family businesses in Switzerland, Italy, Greece

Google Ads, Bing Ads, Facebook Ads, Yandex

08/2000 – 07/2005

Cowboy Jungle (USA)

Online Marketing Consulting, Tracking Implementation for Google Search and Google Shopping

02/2015 - 01/2016 **Think Big Online (Digital Marketing Agency), Sydney
Senior Digital Marketing Manager, Team Lead**

- Team lead, Trainer and Coach
- Developing successful online marketing strategies and managing PPC campaigns in Google, Bing, Yahoo, Facebook for small businesses
- Implementing and monitoring PPC campaigns through multiple channels
- Measuring and improving success of campaigns based on performance metrics
- Implementing Tracking (Phone Call Tracking, E-Commerce Tracking, Google Conversion Tracking, Google Analytics)
- Increasing traffic to the website with a focus on PPC conversions • Identifying and researching new digital marketing opportunities

04/2013 – 02/2015 **Goodgame Studios (Gaming), Hamburg
Senior Digital Marketing Manager**

- Development, ROI-based management, controlling and optimization of worldwide Paid Search, GDN and AdMob campaigns
- Development of global and of individual online marketing strategies for different countries for Web and Mobile
- Analysis, presentation and reportings
- Budget responsibility
- Management of strategical projects
- Monitoring, optimization and development of tracking technologies for measurement of performance marketing campaigns

- Monitoring and further development of internal and third-party tracking tools for mobile marketing

06/2012 – 03/2013 **bonprix (e-Commerce), Hamburg**
Project manager International Digital Marketing

- Responsible for development of online marketing strategy for Russia, Turkey and Kazakhstan
- Channels: Display Marketing (cooperations with portals), Affiliate Marketing, Retargeting, Social Media Advertising
- Cooperation with local and international service providers
- Negotiations with partners, administration of old and arrangement of new partnerships
- Controlling, analysis, reporting

01/2010 – 06/2012 **OTTO GmbH (e-Commerce, market leader), Hamburg**
Project manager Performance Marketing

- Responsible for development, management and optimization of Adwords Campaigns for otto.de
- Creating strategical analyses and reports
- Arranging new projects in the areas Mobile Advertising and Google Display Network
- Agency mentoring, cooperation with search engine providers Google and Yahoo
- Developing and executing Performance Tests

CERTIFICATIONS/EDV

Computer / EDV: EXCEL, PowerPoint, Wordpress
Digital Marketing: Google Partner, Google AdWords and Google Analytics
Professional, Bing Ads certified, Yandex PPC Expert

LANGUAGES

German: native speaker
English: fluent speaker
Russisch: native speaker
Spanisch: B2 Level