



Tyshchenko Igor Anatoliyovych

Age: 26 years old

City: Kiev

Contact Information

Phone: 096 233-82-69

E-mail: i.tyshchenko@knute.edu.ua

Experience

Internet marketer

from 03.2019 to 12.2019

Budhouse Group, Kyiv (Investment and development company)

Internet marketer

from 09.2018 to 02.2019

LLC "TSL", Alexandria (Street lighting)

Internet marketer and content manager

from 01.2018 to 08.2018

Alexandria Crane Systems, Alexandria (Manufacture and installation of cranes)

Web designer / developer, SMM specialist, SEO specialist, Content manager

from 01.2017 to 01.2020

Internet company "uCreate", Kyiv (Creation of sites, promotion of sites and pages in social networks)

Leading specialist of the department of educational work, vocational guidance and employment of graduates

from 09.2014 to 06.2015

Ukrainian State University of Finance and International Trade, Kyiv (Education)

Education

Kyiv National University of Trade and Economics

Faculty of Accounting, Auditing and Information Systems, Kyiv

Higher, from 09.2018 to 05.2022

I'm studying in graduate school. Specialization "Computer Science and Information Systems".

Kyiv National University of Trade and Economics

Faculty of International Trade and Law, specialty "Computer Science in International Trade", Kyiv Higher, from 09.2016 to 02.2018 (1 year 5 months)

He graduated from university with honors. Degree of higher education "Master".

Kyiv National University of Trade and Economics

Faculty of International Trade and Law, specialty "Computer Science and Information Technology", Kyiv Higher, from 09.2012 to 07.2016 (3 years 10 months)

Degree of higher education "Bachelor".

Additional education

- Google Analytics Individual Qualification (May 1, 2020)
- Google Advertising Certification for Search Campaigns (May 2, 2020)
- Google Advertising Display Network Certification (May 12, 2020)
- Union of Business Automators. "New information technologies of business management" (2020)
- Google Advertising Ad Performance Certification (2020)
- Google Campaign Certification (2020)

Professional and other skills

- Professional user: MS Office.
- Installation and configuration of OS (Windows, Linux), networks (Windows Server, Denwer).
- Graphic editors: Adobe Photoshop, Adobe Lightroom, Adobe Illustrator.
- Programming languages: HTML, CSS, PHP.
- SMS: WordPress.
- Working with the Internet (all types of browsers)
- Experience in creating posters, business cards, printing materials, banners.
- Rewriting materials and writing original articles.
- Video editor: Corel VideoStudio, Adobe After Effects.
- Audio Editor: AVS Audio Editor, Adobe Audition.
- Email newsletter: MailChimp.
- SMS mailing: SMS-Fly, Mobizon.
- Marketplaces: OLX, Prom.
- All Google services, Yandex.

Additional Information

ACHIEVEMENT

- 2 successfully implemented projects in the field of sales of goods and services.
- 3 successfully reengineered business processes in the field of development, sales of goods and services.
- Developer and author of the first in Ukraine marketing hologram (holographic showcase) "uScreener".
- Author's startup "Information Technologies for HOLOBOX Multimedia Systems" entered the TOP 10 best startups in Ukraine in 2017.
- More than 30 professional websites and online stores have been created.
- More than 10 online stores Vkontakte, Facebook, Instagram have been created.
- Listing sites in the TOP search engines.
- Design of more than 70 sites.

- Site security settings.

PROFESSIONAL SKILLS

- experience as a content manager;
- experience as a web developer;
- experience as an SMM manager;
- experience as an SEO analyst;
- knowledge in the field of conflict studies, skills of client motivation management;
- mastery of active sales skills;
- skills in the psychology of business communication;
- skills of making a professional commercial offer;
- business negotiation skills, literate language;
- skills in organizing and conducting concerts and events;
- skills of working as a photographer;
- knowledge of the mechanisms and strategies of advertising in Facebook and Google, practical experience of advertising campaigns in Ads Manager (Facebook, Instagram), Google Ad;
- skills of compiling weekly and monthly reports on key indicators of advertising;
- preparation of statistics on advertising and social indicators of projects, data upload, formation of tables according to the specified templates;
- skills to work with functionality and knowledge of the capabilities of Ads Manager, Business Manager, and Events Manager in Facebook, Google Analytics, Google Ads;
- practical experience in Excel, creation of summary tables and automation of calculations of indicators.

RESEARCH ACTIVITIES

Author of scientific disciplines:

- "Technologies for designing and administering online startups" OS "Master".
- Co-author:
- Textbook "Management in Information Systems" OS "Master".
- Reference syllabus of lectures "Management in information systems" OS "Master".
- Textbook "Applied Systems Analysis" OS "Master".

Author of translation of 4 scientific textbooks:

- "Modern management theory".
- "Management in information systems".
- "Situational modeling of FINANCIAL risks".
- "Business Process Reengineering".

ORGANIZATION AND CONDUCT OF TRAININGS

- "Promotion on the Internet".
- "Internet business from 0".
- "Modern methods of promotion. Branding on the Internet".