OLEKSANDR SERNIAK

PPC TECHNICAL MARKETER

CONTACT

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CORE COMPETENCIES

Google Ads Mastery

Performance Max, Search, Display, Remarketing. Campaign scaling, budget optimization ($60k+/mo), A/B Testing, CRO.

YouTube Marketing & Growth

Video Ad Campaigns (TrueView), Channel Development, YouTube SEO, Organic Content Strategy (built a 660k+ channel).

Strategic Audits

Full PPC Account Audits, Conversion Tracking Setup (GA4, Google Tag Manager), Funnel Leaks Identification.

AI-Driven Analytics & Tech

Custom API Dashboards (Meta/Google), SQL & Looker Studio Integration, AI-Powered Copywriting, Automated Lead Scoring.

AI Product Development

Developed multiple AI-based web services & an iOS application from scratch. Architected end-to-end solutions including API integrations and payment gateways.

Additional Skills

Video Shooting, Photography, Google Sheets Automation, Marketing Strategies.

LANGUAGES

English — B2
Ukrainian — Native (C2)
Russian — Fluent (C1)

PROFESSIONAL SUMMARY

In PPC marketing since 2016, I combine deep advertising experience with custom AI-driven analytics to build predictable, data-driven revenue engines. I specialize in scaling Google Ads and YouTube channels using automation.

Key Metrics:

- Generated **$1,000,000+** in client revenue.
- Launched **1,500+** ad campaigns & achieved **400,000+** conversions.
- Successfully managed advertising budgets up to **$60,000** per month.
- Acquired **660,000+** YouTube subscribers and hit 3.9M organic views on a single video.

WORK EXPERIENCE

Freelance PPC Consultant & AI Product Builder
Nov 2024 – Present

ppcmarketing.web.app

- Google Ads strategy, audits and campaign management for clients on a project basis.
- Developed, launched and promoted destinycode.online — a full-stack web service with a CRM admin panel and online payments; running with real customers.
- Released a personal finance web app (commandfinance.online) and an iOS utility app (Shadow Boxing Timer).
- Built a custom Meta Ads analytics dashboard with direct API integration for true-ROI tracking.

PPC Marketing Manager (Google Ads)
Sep 2021 – Oct 2024

airSlate

Google Ads campaign management, advertising strategy development, video ads creation, YouTube optimization management.

Google Ads & YouTube Specialist
Jan 2019 – Feb 2022

Business Constructor

Google Ads campaign setup and optimization, advertising strategy execution, video ads production, YouTube development and optimization.

Google Ads & YouTube Manager
Sep 2018 – Dec 2019

Faza Rosta

YouTube Manager
Jan 2017 – Aug 2018

polza.com

Project Manager
Jul 2014 – Dec 2017

Infovideo.pro

Project Manager
Feb 2010 – May 2014

Ukrainian Academy of Training

Deputy Head of Financial Department
Jun 2008 – Jul 2009

Military Unit

EDUCATION & CERTIFICATIONS

Television Directing (Bachelor's)

Kyiv National Univ. of Theatre, Film and TV
2011 – 2015

Finance and Economics (Specialist Degree)

Military Institute of Kyiv National Univ.
2003 – 2008

Certifications & Courses

Google Ads for Business (2023)

YouTube for Business (2023 & 2017)