

**VICTORIA REBAL****Digital Marketing Expert, Coach, Trainer**

born in Georgia, 5/05/1983

SERVICES

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

SKILLS

Management of international and local PPC, Display, Social Advertising and Retargeting Campaigns using Google Ads (Search/GDN/Youtube Ads/AC/Performance Max/Demand Gen), Microsoft Ads, Meta Ads, Apple Search; Digital Marketing Consulting; Consulting for Technical Infrastructure, Tracking & Analytics in Digital Marketing; Google Tag Manager, Google Analytics 4 Properties and other third party platforms

INDUSTRY EXPERIENCE

Online Dating, E-Commerce, Insurances, Gaming, Social Networks, Business Networks, Local Businesses

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/UK/AU)

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; ongoing management and optimizations

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

Since 10/2021 – till now

IQ Wissen / Schülerhilfe.de Zgs Bildungs-GmbH

Audit of accounts for national and international campaigns (Google Search); strategical projects in Youtube Ads; ongoing management and optimizations of campaigns

Since 01/2019 – till now

The Creative Club / fabfab GmbH (Hamburg)

Audit of accounts for national and international campaigns (Google Shopping and Search; strategical projects in Youtube Ads; ongoing management and optimizations of campaigns; ongoing consultations for campaign management, strategical projects and technical set-up

Since 11/2023 – till now

InnoNature GmbH (Hamburg)

Google Shopping, Search, PMAx, Demand Gen, Youtube Ads, Meta Ads, Taboola, Microsoft ads: ongoing management and optimizations of campaigns; ongoing consultations for campaign management, strategical projects and technical set-up

Further references

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

OMERGY GmbH (adzlocal GmbH)

Helped aligning all PPC campaigns and revealing potentials for optimizations in order to adjust the machine used for over 3000 Google ads accounts, strategical consultation for Conversion Tracking and Google Analytics set-up, Strategical consultations for Microsoft Ads campaigns, setting up new Google ads campaigns for Omergy.de

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

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

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

Dating Café (Hamburg, Germany)

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

Tppland GmbH

Digital Marketing Consulting, Campaign Set-Up and management Google Ads, Microsoft Ads

**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, Google Tag Manager, GA4P

LANGUAGES

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