

# VAKO K

C-LEVEL EXECUTIVE WITH WITH  
10+ YEARS OF EXPERIENCE

## SUMMARY

I can conduct deep market and competitor analysis. I can create a solid brand strategy document, develop a strong brand identity and brand book, and optimize or build operational pipelines from scratch. I can write specific JDs, hire and build a team, or manage an existing one. I can analyze or set up data collection and create custom dashboards for insights. I can manage, optimize, and allocate budgets, track and improve performance, build brand reputation, trust, and visibility. I can handle Affiliate, PPC, SEO, SM, and CRM, covering everything from user acquisition to retention. I can optimize funnels or create them from scratch. I could keep going with this long read, but meeting and discussing in real time is better.

## WORK EXPERIENCE

- 08/2024 - PRESENT

NDA ( Brazil )

Chief Marketing Officer

- Redesigned the full user acquisition, retention, and reactivation funnel, driving significant improvements in user lifecycle performance
  - Changed the social media strategy to focus more on engaging users and getting better ROI.
  - Changed the entire affiliate marketing process, from research and outreach to negotiation, onboarding, and maintaining partnerships, resulting in a more efficient and scalable affiliate program.
  - Led a complete rebranding initiative, including new brand identity, guidelines, and UX/UI design, aligning the brand with modern user expectations
- 01/2023 - 07/2024

FortunJack ( Tier 1 Countries )

Chief Marketing Officer

- Led the rebranding of the company, including updating brand positioning and visual identity to align with market trends.
  - Built a strong brand presence by representing the company at major industry conferences
  - Launched innovative free-to-play games, enhancing user engagement and Conversion Rate.
  - Developed a comprehensive BI to track performance and optimize every stage of the user journey.
  - Improved and streamlined the entire affiliate marketing process, driving better results and stronger partnerships.

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Linkeding

## EXPERT IN

- Affiliate Marketing
- Paid Media
- SEO
- Influencer Marketing
- CRM
- Social Media Marketing
- Reputation Management
- Event Management
- Production Management
- Expansion & Localization

## SKILLS

- Project Management
- Research & Development
- Data-Driven Decision
- Cross-Channel Management
- Team Leadership
- Product Development
- Effective Communication
- Critical Thinking

## CERTIFICATION

Data & AI

AI programming and Prompt Engineering

OKR

Leadership and Goal Setting

Brand Strategy

Brand Master Academy

## LANGUAGES

- English ( Proficient )
- Russian ( Proficient )
- Georgian ( Native )

<div> <div> <div>2022 - 2023</div> <div>National Lottery ( Georgia )</div> <div>Chief Marketing Officer</div> <div> <ul style="list-style-type: none"> <li>Simplified the user registration and verification process on the website, making it faster and more user-friendly.</li> <li>Designed and implemented a CRM strategy to engage, retain, and reactivate users effectively.</li> <li>Launched new instant lottery games, diversifying the product offering and attracting a broader audience</li> <li>Rebranded the selling points across the capital and other regions of Georgia</li> </ul> </div> </div> <div> <div>2020 - 2022</div> <div>Setanta Sports / AdjaraSports.com ( Trier 1 )</div> <div>Digital Marketing Manager</div> <div> <ul style="list-style-type: none"> <li>Conducted market research across all regions to tailor marketing strategies to local preferences and needs.</li> <li>Built and led a new marketing team across 13 international markets, equipping them with the tools and strategies to succeed.</li> <li>Partnered with an international marketing agency to rebrand and execute creative campaigns, boosting market penetration.</li> <li>Planned and executed market entries in new regions, ensuring smooth brand introductions and rapid audience growth.</li> </ul> </div> </div> </div>	<div> <div>ACHIEVEMENTS</div> <div> <ul style="list-style-type: none"> <li>Improved CVR %</li> <li>Reduced CPA</li> <li>Increasing ROAS &amp; ROI</li> <li>Increased Avg. FTD Amount</li> <li>Boosted FTDs,TTDs, &amp; STDs.</li> <li>Reduced Churn Rate %</li> <li>Increased MOA</li> <li>Lowered BC</li> <li>Decreased Fraud Rate</li> <li>Enhanced Brand Reputation</li> </ul> </div> </div>
<div> <div>ADDITIONAL EXPERIENCE</div> <div> <div> <div>11/2018 - 08/2019</div> <div>Greenway / Technical inspection services ( Georgia )</div> <div>Digital Marketing Manager</div> </div> <div> <div>01/2011 - 08/2018</div> <div>Geocell / Telecommunication ( Georgia )</div> <div>Digital Marketing Manager</div> </div> </div> </div>	<div> <div>INDUSTRIES</div> <div> <ul style="list-style-type: none"> <li>iGaming</li> <li>Entertainment</li> <li>Telecommunication</li> <li>Automotive</li> <li>Education</li> <li>Political Campaigns</li> </ul> </div> </div> <div> <div>ADUCATION</div> <div> <p>I didn't graduate from a business school (<b>Yet</b>), but I did attend one of the best, However, I left to pursue my first job, where I learned more in my first month than I did in two years of university. These things just can't be taught in classrooms these days</p> </div> </div>