# Alyona Zizevskaya



## AD OPERATIONS / PROGRAMMATIC & CAMPAIGN OPERATIONS / MARKETING ANALYTICS

Yerevan, Armenia | +374 33 543652 | alyona.zizevskaya@gmail.com
linkedin.com/in/alyona-zizevskaya-0a26a63b8 | Remote internationally / hybrid or on-site in Yerevan

## WORK EXPERIENCE

### Data Expert - Audience Analytics & Reporting | ADV Group

May-Aug 2026 | Remote

- Analyzed campaign and audience data using Excel, Weborama DMP, existing Power BI dashboards and internal reporting systems.
- Worked with audience segments and DMP data, assessed targeting applicability and investigated availability, data-quality and cross-platform matching issues.
- Prepared, reconciled and analyzed KPI reporting; identified discrepancies and translated findings into recommendations.
- Participated in testing additional data sources and coordinated with advertising platforms and data providers.

### Media Advertising Specialist - Campaign Analytics & Optimization | Arrow Media

Mar 2025-7 May 2026 | Moscow, Russia | Hybrid

- Managed a portfolio of 15+ real-estate and insurance projects with monthly media budgets up to RUB 15M.
- Analyzed traffic quality, user funnels, conversions and campaign KPIs; compared performance across publishers, audiences and formats.
- Optimized budget allocation, ran A/B tests and evaluated post-click/post-view attribution and downstream business conversions.
- Planned and supported media campaigns across classifieds, thematic/reach media, lead-generation placements and programmatic via a full-service partner.
- Worked with Yandex Direct and AdFox; coordinated with Soloway and cross-functional analytics, automation, media-planning and design teams.
- Key results: reduced CPA by 12%; improved CTR from 1.0% to 2.7%; extended attribution analysis identified previously uncounted business conversions.

### Junior Media Advertising Specialist | Arrow Media

Apr 2024-Mar 2025 | Moscow, Russia

- Monitored campaign delivery, traffic quality and conversion metrics and prepared recurring reports in Excel and Yandex Metrica.
- Investigated KPI deviations and developed optimization recommendations under senior guidance.

### Media Advertising Assistant | Arrow Media

Jul 2023-Mar 2024 | Moscow, Russia

- Collected and validated campaign data from advertising platforms and web analytics for recurring client reports.
- Supported campaign setup, monitoring and KPI comparisons.

### Marketing Assistant | Wilo RUS

19 Oct 2021-26 Jun 2023 | Noginsk, Russia | Hybrid

*Long-term marketing internship alongside university studies.*

- Prepared and evaluated segmented email campaigns in Mailchimp and DashaMail.
- Maintained Bitrix CMS content and supported marketing/PR materials, localization, event communications and follow-up reporting, including Aquatherm 2022.

## EDUCATION & TRAINING

### Bachelor's Degree in Philosophy

Russian State Social University (RSSU) | Moscow, Russia | Sep 2019-Jun 2023 | EQF level 6

Focus on Business Coaching and Ethics. Subjects included logic, ethics, epistemology, philosophy of science, sociology, social psychology, conflict studies, coaching, management, economics and marketing philosophy. Thesis: Marginal Philosophy of the 20th Century and Its Influence on Public Consciousness. Defence grade: Excellent (5/5).

### Information Technology and Web Design - Supplementary Education

Dialogue Centre for Creative Development | Elektrostal, Russia | Certificate 2017

Web design (144 h), information technology (108 h), logic in computer science (144 h), probability/combinatorics/statistics (72 h), and communication-related subjects. Developed and defended an educational website about the ecology of Russia's cleanest lakes.

### Fine Arts and Design - Supplementary Education

New Humanitarian Institute (NGI) | Elektrostal, Russia | 2012-6 Jun 2016

Four-year program in drawing, painting, sculpture, graphic design, composition, design planning, model-making and computer graphics; defended a final project.

## CERTIFICATIONS

### Ask Questions to Make Data-Driven Decisions - Google / Coursera

9 Oct 2026 | Online

Analytical problem framing, effective questions, structured problem-solving and stakeholder communication.

### Foundations: Data, Data, Everywhere - Google / Coursera

19 Sep 2026 | Online

Introduction to data analytics, analysis processes and data-supported decision-making.

### School for Future Advertising and Public Relations Specialists - Lomonosov Moscow State University

29 Apr 2019

### School of Advertising - Institute for the Humanities and Information Technologies (IGUMO)

2018

## SKILLS

**Ad Operations & programmatic:** Advertising Operations; Programmatic Advertising; RTB fundamentals; Campaign Operations; Campaign Delivery; Campaign Optimization; Ad Trafficking; campaign QA; full-service programmatic partner coordination.
**Analytics & measurement:** Media Analytics; Marketing Attribution; Campaign Analysis; Traffic Quality Analysis; Audience Targeting and Segmentation; DMP; KPI Reporting; Data Validation; A/B Testing; Web Analytics; Marketing Analytics; Dashboard Reporting.
**Tools:** Yandex Direct; AdFox; AdRiver; Weborama DMP; Yandex Metrica; Google Analytics; Smartis; CoMagic; Calltouch; Excel; Google Sheets; Power BI (existing dashboards); Mailchimp; DashaMail; Bitrix CMS.
**Data:** SQL / PostgreSQL fundamentals; Google Data Analytics Professional Certificate in progress.
**Communication & organisation:** stakeholder communication; cross-functional coordination; client reporting; event support; independent work and time management.

## LANGUAGES & DRIVING LICENCE

Russian: Native. English: Listening B1, Reading B2, Spoken production B1, Spoken interaction B1, Writing B2. Spanish: A1 in listening, reading, speaking and writing. Driving licence: B, B1 and AM (valid 4 Sep 2021-4 Sep 2031).

## HONOURS AND AWARDS

### Winner - Lomonosov PR Game

9 Apr 2019 | Lomonosov Moscow State University

Winner of the All-Russian interdisciplinary student PR competition 'Lomonosov', organised by the Faculty of Philosophy.

### First-Degree Regional Winner in Informatics

March 2016 | International Youth Subject Championships

Awarded a regional first-degree winner diploma in Informatics.

### First Prize - 7th City Design Competition

April 2015 | New Humanitarian Institute

First prize for a physical model of urban gardens inspired by V. Mayakovsky and M. Lermontov.

## VOLUNTEERING

**Student Volunteer - 20th Congress of Cataract Surgery**
6 Oct 2019 | Moscow, Russia | RSSU Volunteer Center
Supported a medical congress. 40 documented volunteer hours.

**Student Volunteer - Oncology Forum**
23 Sep 2019 | Moscow, Russia | RSSU Volunteer Center
Participated in a medical forum. 22 documented volunteer hours.

**Student Volunteer - Accelerate 2019**
17 Oct 2019 | Moscow, Russia | RSSU Volunteer Center
Contributed to an event as a student volunteer. 12 documented volunteer hours.

**Student Volunteer - Equal Opportunities Festival (Abilympics)**
31 Aug 2019 | Moscow, Russia | Abilympics Russia and RSSU
Participated in a social inclusion event. 7 documented volunteer hours.

**Student Volunteer - Volunteer Formula**
21 Oct 2019 | Moscow, Russia | RSSU Volunteer Center
Participated in the Volunteer Formula initiative. 4 documented volunteer hours.

**Student Volunteer - China Festival**
14 Sep 2019 | Moscow, Russia | Institute of Far Eastern Studies, Russian Academy of Sciences
Participated in a cultural festival at VDNKh.

## PUBLICATION

**Dialogue as Intersubjective Being**
2022 | Academic conference proceedings | pp. 290-293 | EDN: TBVGNV
Zizevskaya, A. E. (2022). Диалог как интерсубъективное бытие [Dialogue as Intersubjective Being]. In Философия в системе «НТПО»: наука, технология, производство, образование. Kazan: Shkola. Indexed in the Russian Science Citation Index (RSCI).

## CONFERENCE PRESENTATION

**Diapazon-FM - Regional Research and Practical Conference**
March 2018 | Elektrostal, Russia | Student presenter
Presentation: Mathematics and Garment Construction. Participation confirmed by an official conference certificate.

## PROJECTS

**Ad Operations & Programmatic - Case Study Portfolio**
2026 | Professional development project
Created an anonymized portfolio of practice cases covering campaign diagnostics, RTB delivery and loss stages, measurement QA, audience/inventory targeting and client-facing troubleshooting. Based on demo/non-production environments, with explicit separation between observed evidence and proposed actions.

**Ecology of Russia's Cleanest Lakes - Educational Website**
Sep 2016-Apr 2017 | Dialogue Centre for Creative Development, Elektrostal
Developed an educational website about environmental awareness as a final web design project; presented it at the 2017 Festival of Creative Projects and received an award for best ecology-themed website.

## HOBBIES & INTERESTS

Classical literature, philosophy, music, visual arts, cinema and animation; museums and exhibitions; gardening, nature, animal care, sustainability, languages and different cultures. Currently learning Spanish.