

ROMAN BABURIN

MARKETING SPECIALIST

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ABOUT ME

Experienced marketing professional with over 6 years of expertise in digital marketing, strategic planning, growth marketing, and business development. My diverse background includes lead generation in corporate environments, defining product positioning, and developing growth plans for startups. I have successfully worked in the Mobile Apps, tech industry, marketing agencies, and SaaS small business sectors. My versatile experience uniquely positions me to deliver impactful results and drive sustainable growth in any marketing venture.

Digital Marketing Manager

2023 - present, *JudgeUs*

I came up with a unique app idea designed to assist couples in saving their relationships and aiding individuals in making informed life decisions. After outlining the app's structure, determining the optimal monetization strategy, and crafting an intuitive UI and UX, I embarked on assembling a skilled team to bring the concept to life, subsequently submitting it to the app store.

In terms of digital marketing, my performance has been exemplary. I've consistently generated engaging content and orchestrated strategic marketing campaigns across various channels. From social media management to search engine optimization, I've effectively utilized diverse tactics to enhance our online presence and drive user engagement. As a result, our user base has experienced significant growth, underscoring the effectiveness of my marketing efforts.

Furthermore, my efforts have led to notable achievements, including a 50% increase in app downloads within the first quarter of implementation. Additionally, I've successfully boosted user engagement metrics, with a 30% rise in daily active users and a 25% improvement in retention rates.

Digital Marketing Manager

2021 - 2022, *eStructure Data Centers*

I developed and implemented an effective digital marketing plan to improve overall performance. My leadership extended to conducting 5 cross-functional marketing campaigns, each strategically targeting distinct market audiences, resulting in substantial market penetration.

I revamped the way we distribute leads in the sales department, turning my approach into a go-to best practice. Analyzing traffic sources, metrics, and patterns prompted a website redesign to better capture leads, using creative strategies to boost conversions and tailor content for specific markets.

In managing campaigns, I successfully adopted and optimized Google Ads and LinkedIn Ads, leading to a 25% improvement in performance. This contributed significantly to brand awareness online, translating into increased traffic across the website and social platforms.

Growth Marketing Manager

*2021- 2021, **ProcessLenz***

My responsibilities extended to inbound tactics, leveraging traditional outreach and social media strategies to enhance organic search presence while adhering to SEO best practices. I designed and created a website, resulting in a remarkable 60% increase in user acquisition.

Embracing an agile and high-tempo testing approach, I championed A/B testing across various marketing channels, promoting a culture of continuous improvement and data-driven decision-making. I proactively identified new business opportunities, exploring avenues such as sponsorships, partnerships, and co-branding to diversify and strengthen market presence.

I directed digital strategies for a portfolio of key client accounts and special projects. This multifaceted role involved project management, coordination, strategic planning, relationship management, leadership, and identifying business development opportunities.

Programmatic Marketing Analyst

*2016 - 2017, **Labelium***

I executed, managed, and optimized programmatic media campaigns for agency clients, consistently meeting or exceeding client performance expectations. Achieved conversion rates averaging above 10.5% across campaigns while contributing to the development of client-facing campaign performance reports. I collaborated on high-profile accounts, managing campaigns reaching audiences of 5M or more, and provided regular insights to clients, highlighting performance metrics, campaign optimizations, and new opportunities.

Additionally, I conducted thorough analysis of campaign effectiveness and devised strategies for enhanced efficiency.

Infantry Officer - Operation Officer

*2013 - 2022, **Canadian Armed Forces***

EDUCATION

Concordia University
John Molson School of Business
BComm
Major in Marketing
Minor in Management
2014 - 2019

CERTIFICATES

Google Analytics
Secret security clearance
HubSpot
Google Ads
DoubleClick Campaign
Manager
DoubleClick Bid Manager

AWARDS

SPECIAL SERVICE MEDAL

Second place in the
interuniversity Relève
communication contest 2019