

Dimitri Bukys

Performance Marketing Specialist
Meta & Google Ads · DTC Ecommerce

BASE Almaty, Kazakhstan · remote

LANGUAGES Ukrainian / Russian — native
English — B2–C1

OPEN TO DTC ecommerce roles, projects, and monthly retainers

FEE 10% of spend if KPI met
$1,000/mo minimum

Book a call with me

WhatsApp ↗ **LinkedIn ↗**

SUMMARY

Performance marketing specialist running Google Ads and Meta for ecommerce and DTC brands. I build the economics and measurement first, then scale only what clears the brand's real breakeven.

8+
years in paid acquisition and analytics

$1M+
total advertising spend managed

$25k+/mo
ad budget managed on a single client

2+ years
average client tenure when the first 3 months work

3.7–10.9×
ROAS range across the featured cases

Dozens
of agency clients across four years

Google Ads Search
Open verified credential ↗

Shopping Ads
Open verified credential ↗

Google Analytics
Open verified credential ↗

Client results

APR 2025 → PRESENT · UK ECOMMERCE + B2B

Globaltic

ROAS 3.7	ROAS 6.7+	Year 2
Ecom, Meta + Google Ads blended	B2B · Meta, Google, LinkedIn, Reddit	current engagement

- Built paid acquisition from zero across Meta, Google, Reddit, and LinkedIn for B2C and B2B.
- Built product-level economics and breakeven ROAS from margins, returns, discounts, and fulfilment costs.
- Backtested creative stop/keep rules on a year of ads, then validated them in live campaigns.

OCT 2025 → MAR 2026 · BALI SURF CAMP

Wavehouse

+222%	+165%	ROAS 5.4
revenue over six months	bookings over six months	Google Ads

- Rebuilt GA4 and Google Ads attribution across the website and Cloudbeds booking engine.
- Matched roughly 80% of bookings back to source with shared booking identifiers.
- Grew Google Ads revenue 321% year over year while improving ROAS by 44%.

DEC 2020 → MAR 2025 · EVENTS VENUE

Casa Picassa

ROAS 10.9	+250%	30%
across engagement	company revenue over three years	revenue from paid

- Read historical CRM data to find demand sources the business had never bought systematically.
- Tested an overlooked marketplace category, found the one producing customers, and scaled it.
- Segmented customers by occasion and rebuilt the marketing calendar around real lead times.

JAN 2018 → FEB 2022 · AGENCY + CONSULTING

Paper Planes

4+ years	$1M+	Dozens
agency and consulting foundation	advertising spend managed	of client accounts

- Managed paid acquisition for dozens of accounts across Meta, Google Ads, and local ad platforms.
- Owned the full campaign lifecycle: structure, targeting, creative, budgets, optimization, and reporting.
- Ran multiple accounts in parallel and reallocated budget using ROI, lead-quality, and funnel signals.

Brands I've worked on

Campaign work delivered through an agency.

HARD SKILLS

35 skills unlocked

14 skills in progress

Unlocked **Learning**

CHANNELS & CAMPAIGN OPS

- [x] Meta Ads, hands-on execution
- [x] Google Search, brand and non-brand
- [x] Shopping and Performance Max
- [x] Merchant Center setup and feed troubleshooting
- [x] Merchant Center policy fixes
- [x] Product catalogs and dynamic product ads
- [x] Running several accounts at once
- [x] Recovering suspended accounts
- [ ] Automated feed generation

TRACKING & MEASUREMENT

- [x] GA4 and Google Tag Manager
- [x] Shopify ecommerce events from scratch
- [x] Reconciling platform events to real sales
- [x] Google enhanced conversions
- [x] APIs and custom JavaScript
- [x] In-platform A/B testing
- [x] UTM and tracking-parameter discipline
- [x] Cross-domain tracking
- [x] Meta CAPI and server-side tagging
- [ ] Offline conversion imports
- [ ] Geo holdout tests
- [ ] Measuring incremental conversions with Meta and Google lift tests

ECONOMICS & ANALYTICS

- [x] CAC, AOV, LTV, CAC payback period, contribution margin and breakeven ROAS
- [x] Forecasting from seasonal history
- [x] Forecasting with no history
- [x] Backtested creative-selection rules
- [x] Decision-led reporting
- [x] Owning spend inside an agreed envelope
- [x] SKU and margin-aware bidding
- [ ] Customer cohort analysis

CREATIVE

- [x] Research, hypotheses, briefs and stop rules
- [x] High-volume static production
- [x] Directing video creative
- [x] Turning a winning video into a repeatable brief
- [ ] Finished video production in-house
- [ ] Sourcing and briefing UGC creators

LANDING PAGES & CRO

- [x] CRO diagnosis from ad to product page to checkout
- [x] Building landing pages
- [x] Challenging the offer and pricing
- [ ] Heatmaps and session recordings

SHOPIFY & FEEDS

- [x] Shopify admin, marketing scope
- [x] Shopify product feeds
- [x] Keyword-driven feed-title architecture

REPORTING STACK

- [x] Google Sheets, Apps Script and custom reporting
- [ ] Looker Studio
- [ ] Triple Whale
- [ ] Northbeam, Hyros and Polar
- [ ] Supermetrics
- [ ] SQL and statistical literacy

LIFECYCLE

- [ ] Email and lifecycle marketing

WORKING STYLE

I can own the full paid-acquisition decision loop: research, economics, campaign setup, measurement, testing, budget decisions, and reporting. I work independently, show the evidence behind each call, and keep the commercial target visible.

Commercial before platform

Margins, returns, discounts, AOV, and breakeven come before a scaling decision.

Evidence before opinions

Customer language, CRM history, account data, and competitor gaps become the test plan.

Clear written communication

Reports state the result, the decision, what changed, and what happens next.

End-to-end ownership

Account structure, tracking, creative hypotheses, budget calls, and reporting stay connected.

How I run the work

01 Research

Understand where demand, profit, and differentiation can come from.

- Map the company, products, offer, positioning, proof, and current customer journey.
- Research competitors, their offers, messaging, and the gaps the brand can own.
- Research keywords to size existing demand and identify what paid search can capture.
- Set the usable acquisition target from margins, returns, discounts, AOV, CAC, and LTV data.
- Define the target audience and ICP from reviews, forums, CRM data, and sales conversations.
- Map the current and proposed customer journey, including offer and conversion-path changes.

Output: the evidence base for the audit and channel plan.

02 Audit & strategy

Find what is broken, what already works, and what deserves budget next.

- Review the brand's and competitors' ad libraries for angles, formats, repetition, and gaps.
- Audit landing-page CRO, technical and on-page SEO, and the path from ad to conversion.
- Build explicit stop or keep rules, then simulate them on historical data before testing them live.
- Audit analytics and tracking, then specify what must be repaired before decisions rely on it.
- Measure current campaigns, separate clear winners from losers, and identify the patterns behind both.
- Rank channel, tracking, CRO, and creative work by expected impact, evidence, and effort.

Output: a channel strategy report with priorities and the evidence behind each one.

03 Production & management

Fix measurement, make the work, launch it, and manage against the commercial target.

- Repair tracking and analytics, test the full conversion path, and reconcile platform events with real sales.
- Produce AI-assisted static creative and write technical briefs for the brand's video team or influencers.
- Launch and manage campaigns with the agreed budget envelope and tested stop or keep rules.
- Turn the research and past-ad data into campaign structure, angles, hooks, visuals, and test plans.
- Build landing pages within the brand guidelines or design system when the campaign needs them.
- Send automated weekly reports against goals and KPIs, covering actions taken, next steps, and forecast results.

Output: a live acquisition system with a weekly reporting and decision loop.

Privacy