



ANDREI KANETSKI

Head of Marketing | Growth Leader | E-commerce, SEO & Performance Marketing Expert

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EXECUTIVE SUMMARY

Marketing and e-commerce leader with 11 years of experience building growth systems that turn advertising spend into scalable revenue. Co-founder of ADL Marketing Agency for 6 years. Managed teams of 15+ specialists, advertising budgets exceeding \$50,000/month and growth initiatives across Europe and the USA.

KEY HIGHLIGHTS

- 11 years in Digital Marketing & E-commerce
- 50+ brands and businesses served
- \$50K+ monthly advertising budgets managed
- Multiple projects scaled beyond \$1M annual revenue
- Team leadership: 15+ people
- International experience: EU & USA

SELECTED CASES

VELESMODA — Scaled advertising from \$150/week to \$30,000+/month. Exceeded \$1M annual revenue by year two and sustained year-over-year growth.

AVARO — Increased advertising from \$500/month to \$7,000/month. Expanded into new product categories and reached Top-10 women's fashion e-commerce stores in Belarus within 1.5 years.

RAMS MOBILE — International Hummer-related brand. Formula 1 activations, VIP audience targeting, celebrity-focused campaigns and global brand growth.

CORE EXPERTISE

Growth Marketing • SEO • Copywriting • Google Ads • Meta Ads • TikTok Ads • E-commerce • Shopify • WooCommerce • WordPress • Analytics • Conversion Optimization • Team Leadership

LANGUAGES

Russian (Native) • English (Professional Working Proficiency) • Polish (Currently Learning)