

## Contact

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## Top Skills

Web Analytics  
Online Marketing  
SEM

## Languages

English (Full Professional)  
German (Limited Working)

## Certifications

Google Analytics Qualified Individual

## Publications

Radio Interview for Finam FM - the  
biggest business radio in Russia

Interview for RBC - the biggest  
business media in Russia

Forbes interview (for Runetologia)

В каких случаях нужно  
руководство по аварийному  
восстановлению?

# Andrew Yunisov

10+ years of experience in advertising, marketing, channel sales and corporate IT.

Russian Federation

## Summary

Main career achievements:

- 1) Built with colleagues online sales channel in Parallels - one of the global leaders in virtualization and automation software. Joined the company of 8 employees, left when it was 800 people. Drove revenue \$100k/day.
- 2) Founded the first and leading web analytics agency in Russia, first Google Analytics certified agency in Russia which was sold to the biggest online advertising agency in 2014. Worked with 80% of top-50 online advertisers in Russia.
- 3) Built online lead generation and tripled the number of leads/opportunities for Bacula Systems - one of the leaders in enterprise backup and recovery industry successfully competing with IBM, DELL, EMC, HPE and others.

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## Experience

### Bacula Systems

Director of Online Marketing / GM of Bacula Russia  
January 2016 - Present

Lead generation and nurturing using SEM, SEO, social network advertising, email and CRM marketing techniques. Tripled (+300%) the number of leads in 1 year. +150% to the number of opportunities. Continuing to grow the amount of quality leads and sales conversion. Successfully competing with the hugest IT companies like IBM, HP, DELL, EMC and others. Running the Russian distribution company.

### Internet Initiatives Development Fund (IIDF)

Investment Board Member  
January 2015 - Present

Along with other board members in the Europe's biggest internet projects fund responsible for marketing and business model evaluation of the fund's projects. Main expertise: online retail, enterprise and consumer software, SAAS services.

## iConText Group

### Marketing Director

June 2014 - November 2015 (1 year 6 months)

Moscow, Russian Federation

Responsible for overall iConText group marketing&strategy. Built profitable SMB business division (icTurbo) with >100Mn revenues. Responsible for business processes for SMB customers, lead generation, sales operations and service execution. This job was transitional after WebProfiters was acquired by iConText.

## WebProfiters

### Co-founder & Managing Partner

May 2009 - April 2014 (5 years)

Moscow, Russian Federation

The leading web analytics agency in Russia. Founded as the first independent web analytics agency in 2009, the first Google Analytics certified partner in Russia. Executing web analytics services for largest russian companies: Kaspersky, Acronis, Panasonic, Renaissance Credit, Megafon, Beeline, MTS, CTC, KupiVIP, IVI, Incom, X5, Faberlic, Fast Lane, Lamoda, EnglishFirst etc. Since 2014 a member of iConText Group - one of the biggest online marketing holdings in Russia. Responsible for overall strategy, new business acquisition, project execution and P&L.

## Parallels

2 years 6 months

### Senior Online Marketing Manager

June 2008 - May 2009 (1 year)

Responsible for overall online revenue and marketing efforts in Parallels. This included sales and lead generation via search marketing (SEM, SEO), software review portals, free download websites, affiliate management, social media marketing, email marketing campaigns, retargeting campaigns and other channels. Executed conversion rate optimization activities using Google Analytics, Omniture and website usability improvements. New sales and upgrade campaigns to user base with \$100k/day results.

### Affiliate Marketing Team Leader

December 2006 - May 2008 (1 year 6 months)

Managed affiliate marketing for Parallels from 0 to \$300k / month revenue. Established strong partner relations with the biggest affiliates in the world (NMP, Sri Sharma etc). Executed other online marketing promotions:

1) Parallels MacUpdate Bundle (\$200k/2 days)

2) Parallels MacHeist Bundle (\$50k/1 day)

## Rosgosstrakh

Manager at Client Relationships Department

September 2005 - December 2006 (1 year 4 months)

Managed company call centre & CRM system. Worked in front-line help desk. Consulted company customers across all insurance questions, pricing and others. Helped to develop specific functionality in CRM system and call centre software.

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## Education

Moscow Aviation Institute (State Technical University) (MAI)

Bachelor of Science (BS), Financial Management/Economy of

Investment · (2006 - 2009)

Moscow Aviation Institute (State Technical University) (MAI)

BS, Engineering, aviation military systems development, artificial

intelligence · (2003 - 2009)