

Daniil Pustovalov

Digital Marketing · Performance · Content · AI Automation

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PROFILE

Digital marketer with 9 years of experience in strategy, performance marketing, content and team management. Work spans e-commerce, gaming, fintech, MedTech and EdTech. I build landing pages, connect analytics to acquisition and use AI to solve specific production and workflow problems.

CORE SKILLS

Marketing strategy and positioning · Performance marketing and lead generation · Social media and influencer marketing · Content production · End-to-end analytics · Team and contractor management · Landing pages · Marketing automation

Tools: Yandex Direct, VK Ads, Telegram Ads, GA4, Yandex Metrica, n8n, Make, Claude/GPT, ElevenLabs, Premiere Pro.

EXPERIENCE

Digital Marketing Lead

Private Consulting · E-commerce & MedTech · 2025–present

- ID Store: sales increased 25% over nine months.
- Eighteenth Dental: cost per lead decreased 20%.
- EdTech: 50 sales-qualified leads in the first month.

Lead Marketer

MM AI Trading · UAE · Fintech · 2024–2025

- Built the website product structure from scratch.
- Reduced content costs by 40% through AI production.
- Implemented automated Telegram funnels.

Chief Marketing Officer

EZ KATKA · Esports venue network · 2023–2024

- Network turnover: RUB 124 million in 2024; up to 19 venues.
- Customer database: 120,000; acquisition cost reduced 15%.
- Managed a team of five and established standards for franchisees.

Head of Social Media

Nemifist · Custom PCs · 2023–2024

- Grew a Telegram channel from zero to 50,000 subscribers.
- Generated 1,022 leads through Senler at RUB 12.56 per lead.
- Ran influencer integrations with Booster, Dima Gordey and Instasamka.

EXPERIENCE — CONTINUED

Head of Social Media

COLIZEUM · Esports venue network · 2022–2023

- VK publication reach: 82.4 million in 2023.
- More than 17,000 promotional receipts in two months, up 110% year on year.
- ROG partnership: 442,000 promo-code activations.

Head of Social Media

HYPERPC · Gaming PCs · 2021–2022

- Managed VK and YouTube audiences of up to one million subscribers.
- Ran a viral competition with reach of up to seven million.
- Delivered collaborations with Microsoft, NVIDIA, Intel and MSI.

Development Department Specialist

ARUM Capital · ARUM Trade · Fintech · 2018–2020

- Managed Facebook, Instagram, VK and YouTube content in three languages.
- Produced paid social, design, copy and video in-house.
- Built HTML landing pages and website interfaces; managed designers and SEO.

Social Media Specialist, Photographer & Video Producer

Brand Production · Freelance & Projects · 2017–2020

- Produced collection shoots for Eldzhey × Defend Paris and Black Star Wear.
- Created advertising content for Bud × Super Bowl and other brands.
- Official VK Clips ambassador, VK photography moderator and contributor to official TikTok Russia projects.

Press Office Specialist & Event Photographer

Moscow Government · 2016–2017

- Covered briefings, press conferences and Moscow City Duma meetings.
- Produced event photography for Moscow Metro and city construction projects.
- Edited video in Premiere Pro.

PROJECT EVIDENCE

Detailed case studies and supporting source materials: dpustovalov.com/cases. Monetary figures above remain in their original currency; no exchange-rate conversion is implied. Some original case evidence is in Russian.