



ZOHID MAMADJANOV

EXPERT VETTED DIGITAL MARKETING SPECIALIST -
KOREAN MARKET

About Me

A seasoned digital marketing professional with over 7 years of expertise in Naver, Kakao, Google and Meta Ads within the Korean market and English-speaking market. As a bilingual specialist fluent in Korean and English, I bring a unique advantage in navigating both local and global campaigns effectively.

Experience

Jeju Air 2017 ~ 2020

Digital Marketing Manager-Planned and executed performance marketing campaigns across Korean media and global media to increase online sales and acquire new customers.

Havas Media Group 2020 ~ 2021

Digital Performance Manager-Managed regular digital performance marketing campaigns across Korean digital media such as Naver and Kakao as well as global media such as Google and Facebook.

Upwork 2020 ~

Expert Vetted Digital Marketing Specialist-Korean Market. Represents the top 1% of performers on Upwork. Have proven success on large and long-term contracts for both large enterprises and SMEs. Expert-Vetted Talent is pre-screened by Upwork Talent Managers and experts in their field.

Education

2012-2016

Hankuk University
Of Foreign Studies

Bachelor's Degree in Advertising and
Branding

Certificate & Expertise

Certified Naver &

Kakao Ads

Professional

[검색광고마케터 1급]

Naver & Kakao Search Ads Certificate issued by Korea Association for ICT Promotion.

Meta Certified Media Buying Professional

Meta Certification is a credentialing program for digital advertising professionals who demonstrate advanced proficiency in Meta marketing.

Certified Google Ads Professional

Google Search Ads & Google Display Ads, Google Digital Marketing & E-Commerce certification.

Kakao Certified Advanced Kakao Ad Specialist

[카카오모먼트 Advanced]

Advanced Kakao Moment (Kakao Display Ads) specialist certification.

LinkedIn

[LinkedIn Profile](#)

Email

partner@eastforte.com

Address

249, Yeongdeungpo-ro,
Yeongdeungpo-gu, Seoul, Republic
of Korea 07252

Expertise

- Naver Ads
- Kakao Ads
- Google Ads
- Facebook Ads
- LinkedIn Ads
- Naver Blog
- Kakao Channel
- Google Analytics
- Google Tag Manager
- Google Optimize
- Performance Marketing
- Lead Generation

Language

Korean-Bilingual

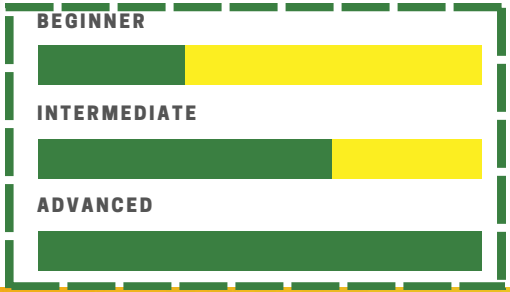
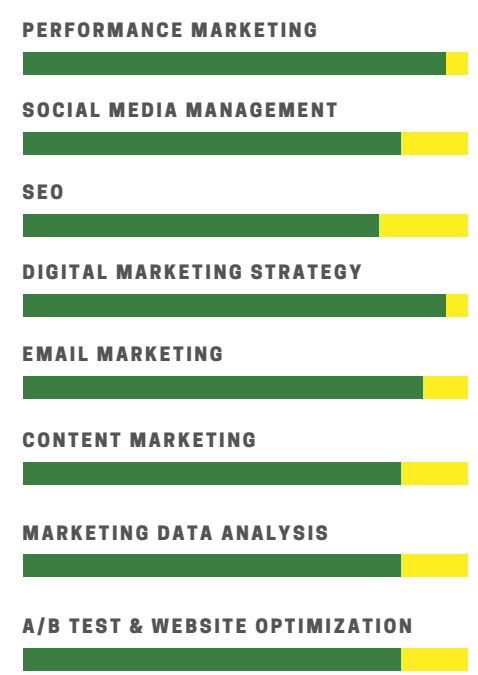
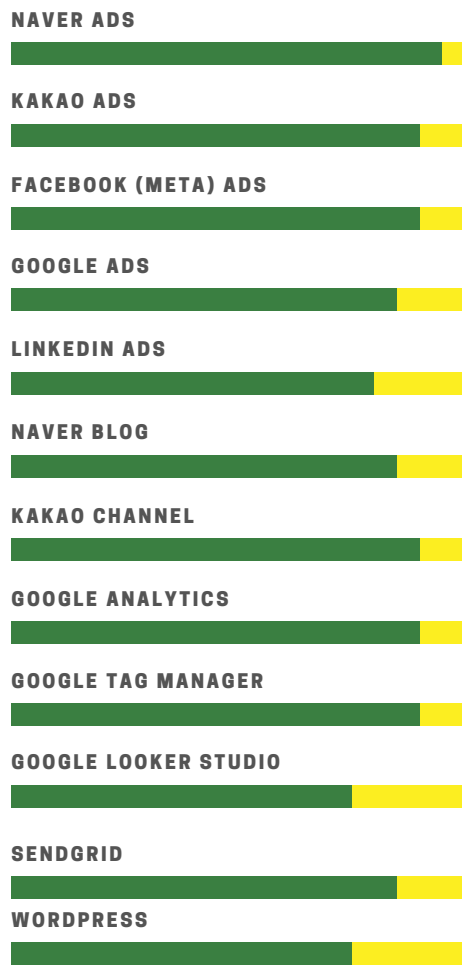
English-Fluent

Russian-Intermediate

INDUSTRY EXPERIENCES

Business Type	Industry	Marketing Objective	Media
B2B	VR, SaaS, Clinical Trial, Real Estate, Education, Tech, Energy	-Lead Generation -Brand Awareness	Naver, LinkedIn, Facebook (Meta), Google, Kakao
B2C	E-commerce, Education, Edutech, AI, Coaching, Fashion, Social Media, Travel, Tech, Cryptocurrency, Blockchain	-Sales -Lead Generation -Brand Awareness	Naver, Google, Facebook (Meta), Kakao

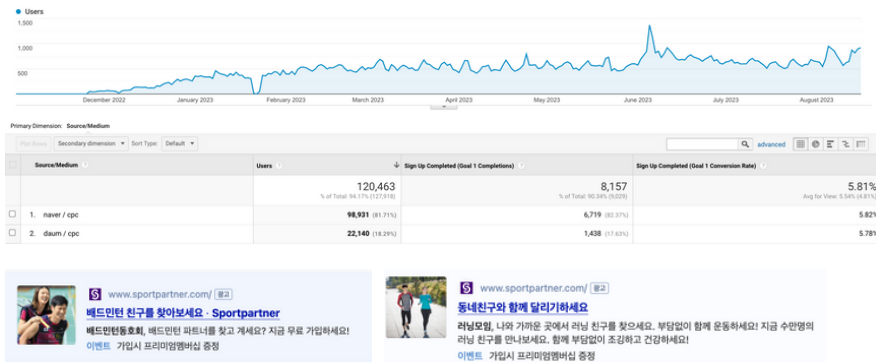
PLATFORMS & EXPERTISE



WORK SAMPLES

PPC

Media: Naver & Daum (Kakao)
 Ad type: Naver Search & Daum Search Ad
 Client type: B2C
 Industry: Sports
 Goal: Generate new sign ups
 Target CPA & CVR: USD 3.0 & 3.5%
 Actual CPA & CVR: USD 2.5 & 5.8%



Media: Naver
 Ad type: Naver Search Ad
 Client type: B2C
 Industry: E-commerce
 Goal: Generate sales
 Target ROAS: 500%
 Actual ROAS: 810%

Campaign name	Impressions	Clicks	Click through rate (%)	Avg. CPC (VAT included, KRW)	Sum (VAT included, KRW)	Conversions	Conversion value (KRW)	ROAS(%)
Campaign showing 2 result	8,003	180	2.25 %	KRW 337	KRW 60,643	10	491,320	810.18 %
OSR_MO	6,214	148	2.39 %	KRW 285	KRW 42,229	8	392,700	929.93 %
OSR_PC	1,789	32	1.79 %	KRW 575	KRW 18,414	2	98,620	535.57 %

Media: Google
 Ad type: Google Search & Display Ad
 Client type: B2B
 Industry: Edu-tech
 Goal: Generate leads
 Target CPA: KRW 100,000
 Actual CPA: KRW 62,100



Media: Meta (IG & FB)
 Ad type: FB & IG Ads (static & video)
 Client type: B2C
 Industry: Edu-tech
 Goal: Generate leads (new students)
 Target CPA: USD 30
 Actual CPA: USD 27

Results	Reach	Impressions	Cost per result	Amount spent
181 Free Trial Booked	88,608	243,624	\$26.83 Per Free Trial Booked	\$4,856.03

WORK SAMPLES

Reach	Impressions	Results	Cost per result	Amount spent
1,377	2,311	20 On-Facebook Leads	₩3,000	₩60,007
21,292	31,127	53 On-Facebook Leads	₩12,784	₩677,568
84,624	146,251	206 On-Facebook Leads	₩11,424	₩2,353,436
72,672	127,436	260 On-Facebook Leads	₩8,371	₩2,176,359
2,769	3,686	Landing Page View	—	₩37,834
18,410	44,915	73 On-Facebook Leads	₩18,739	₩1,367,928
33,448	52,755	88 On-Facebook Leads	₩9,586	₩825,954
52,880	107,224	176 On-Facebook Leads	₩8,969	₩1,578,624
31,736	51,969	138 On-Facebook Leads	₩7,652	₩1,055,928
184,225	567,674	Multiple conversions	Multiple conversions	₩10,133,638

Impressions	Clicks	Click through rate (%)	Avg. CPC (VAT included, KRW)	Sum (VAT included, KRW)	Conversions	Cost per conversion (KRW)	Conversion rate (%)
8,861	215	2.43 %	KRW 1,326	KRW 285,021	23	KRW 12,392	10.70 %
4,818	115	2.39 %	KRW 1,354	KRW 155,716	8	KRW 19,465	6.96 %
4,043	100	2.48 %	KRW 1,293	KRW 129,305	15	KRW 8,620	15.00 %

Media: Naver & Meta (IG & FB)
 Ad type: Naver Search Ad,
 FB & IG Ads (static & video)
 Client type: B2B, B2C
 Industry: Real Estate
 Goal: Generate leads
 Target CPA: KRW 15,000
 Actual CPA: KRW 10,307

Impressions	Clicks	Click through rate (%)	Avg. CPC (VAT included, KRW)	Sum (VAT included, KRW)
113,980	5,738	5.04 %	KRW 486	KRW 2,790,865
22,016	4,209	19.12 %	-	-
91,964	1,529	1.67 %	KRW 1,825	KRW 2,790,865

Media: Naver & Google
 Ad type: Naver Brand Search Ad
 Naver Search Ad, Google Search Ad
 Client type: B2C
 Industry: Travel
 Goal: Generate sales
 ROAS: 1,500%

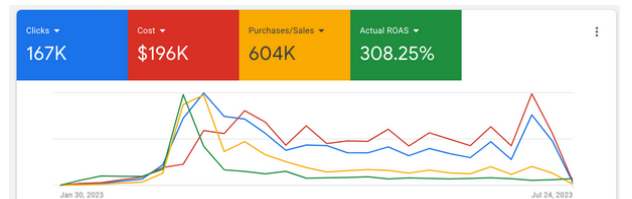
WORK SAMPLES

Media: Naver
 Ad type: Naver Brand Search Ad
 Naver Search Ad
 Client type: B2C
 Industry: Tech
 Goal: Generate downloads
 CPA: KRW 2,083

Impressions	Clicks	Click through rate (%)	Avg. CPC (VAT included, KRW)	Sum (VAT included, KRW)
20,024	595	2.98 %	KRW 150	KRW 89,364
1,013	450	44.43 %	-	-
10,480	124	1.19 %	KRW 658	KRW 81,565
7,375	17	0.24 %	KRW 445	KRW 7,557
1,156	4	0.35 %	KRW 61	KRW 242

Sessions	% CR to Download	Trial Signups	Downloads
3,573	8.59%	34	307
493	39.15%	21	193
119	5.04%	0	6
9	44.44%	0	4
6	33.33%	0	2
5	20%	0	1
5	0%	0	0
2	0%	0	0
2	0%	0	0
1	0%	0	0

Media: Google & Meta (IG & FB)
 Ad type: Google Search, Performance Max,
 Meta Ads
 Client type: B2C
 Industry: Tech
 Goal: Drive sales
 Target ROAS: 250%
 Actual ROAS: 308%

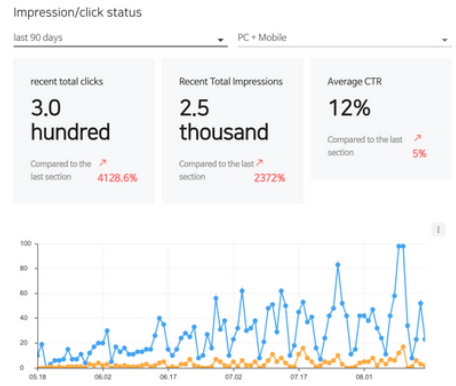


Results	Reach	Impressions	Cost per result	Amount spent
1,316 Purchase (1)	391,097	1,175,321	\$17.76 Per Purchase (1)	\$23,369.32

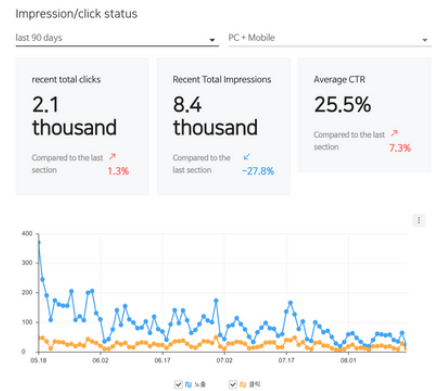
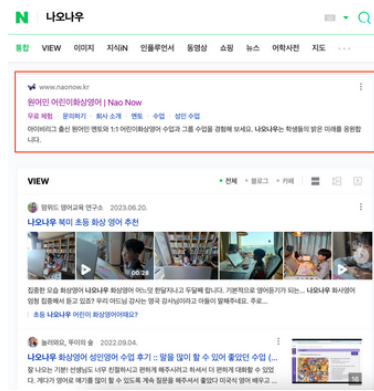
WORK SAMPLES

SEO

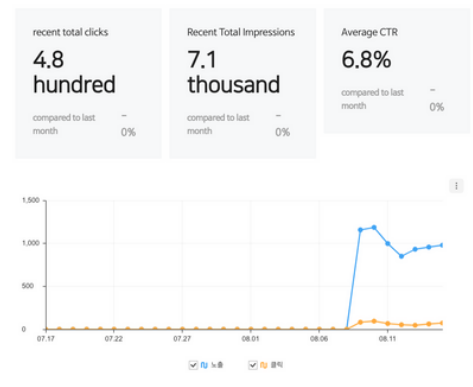
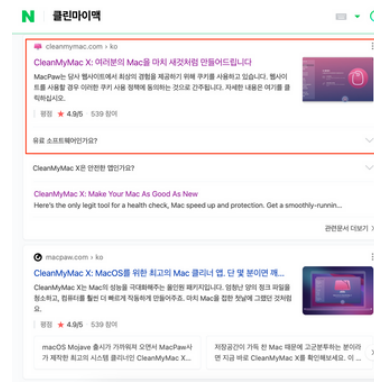
Media: Naver & Google
Client type: B2B
Industry: Tech



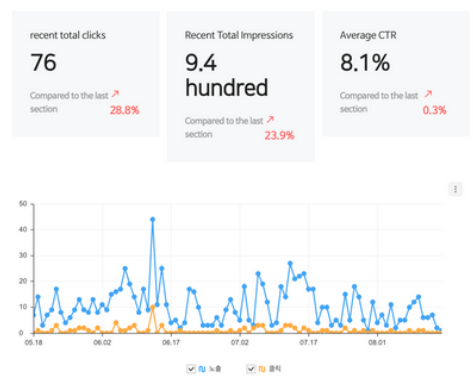
Media: Naver & Google
Client type: B2C
Industry: Edu-tech



Media: Naver & Google
Client type: B2C
Industry: Edu-tech



Media: Naver & Google
Client type: B2C
Industry: Edu-tech



CLIENTS & TESTIMONIALS



BALDYGA GROUP



Performance Marketer, Korea

★★★★★ 5.00 | Dec 5, 2023 - Feb 18, 2024

"Zohid is very professional and was a great help to the team. recommend to anyone who is considering working with him"



Partner in South Korea: strategy, marketing, distribution

★★★★★ 5.00 Sep 25, 2020 - Aug 18, 2023

"We've developed a great collaboration with Zohid. He's an expert in his field, communication is top notch. We can highly recommend working with him!"



Consulting + Online Marketing for the South Korea Market

★★★★★ 5.00 Nov 21, 2022 - Jun 19, 2023

"Zohid helped us run our Korea ad campaigns on the budget we set, using the assets and information we provided to create ad assets. Beyond his defined role, Zohid also reviewed our website and offered suggestions to improve the localisation. I will be glad to work with Zohid again when we next re-run our Korea campaign."



Ads Campaign Setup & Optimization (Google & Meta)

★★★★★ 5.00 Feb 3, 2023 - May 25, 2023

"An incredible ads genius! We highly recommend him."

CLIENTS & TESTIMONIALS



Digital Marketing - Korea

★★★★★ 5.00 | Apr 11, 2023 - Nov 24, 2023

"Great marketer, very knowledgeable and dependable! Definitely recommended!"



South Korea Digital Marketing Campaign

★★★★★ 5.00 of 2 reviews Mar 9, 2022 - Jun 14, 2022

★★★★★ 5.00

"Awesome skills and communication. Excellent stuff!"



Korean Digital Marketer: Naver, Kakao, Instagram

★★★★★ 5.00 May 18, 2022 - Jun 13, 2022

"Zohid was very responsive and was amenable to the tasks at hand. He had a sufficient depth of knowledge and the work turn around time was above what I expected (which is already a high bar). We really liked him.

Towards the end of the project, he stopped billing us for consulting which was very generous of him. However, we do wish we would have been billed (and even prompted him to bill us) in order to capture his full attention. Other than that, he was very pleasant to work with. Response time, phenomenal!"



SEM-Digital Marketing Specialist

★★★★☆ 4.55 Aug 2, 2021 - Dec 21, 2021

"Zohid served admirably in his tenure as digital performance marketing support. He successfully helped to establish the channels and setup and operate the campaigns to deliver desired results. His availability and quick responses helped to create a solid collaboration between us and respond to any situations. Great Job!"



Write selling text in Korean for Instagram ad

★★★★★ 5.00 May 13, 2021

"It was a great pleasure working with Zohid!
The job was finished fast and with no problem at all!
In fact I myself caused a few problems with the material provided but even so his response was always "no worries, I'm on it".
I am always happy to work with such freelancers. Thanks again!"



SEO in South Korea

★★★★★ 5.00 May 28, 2020 - Jun 4, 2020

"It was great pleasure working with Zohid. Just in time communication, high responsibility, high professionalism makes him very valuable freelancer."



"Zohid helped manage a Naver Campaign in South Korea, was prompt, patient, super diligent and on time. I highly recommend working with him. "



Charlie N.
Jan 2022

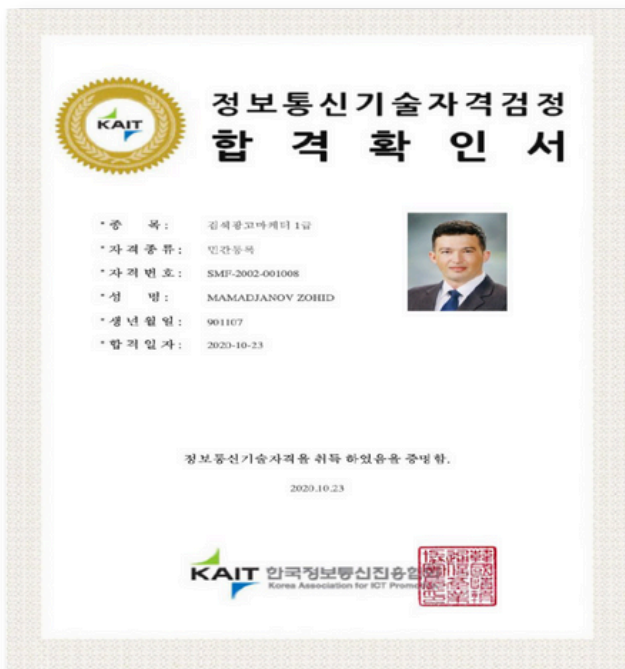


"Excellent work! Zohid assisted us to set up our Naver search ads and Naver Blog content marketing. Professional communication and proactive approach to work. Highly recommended."



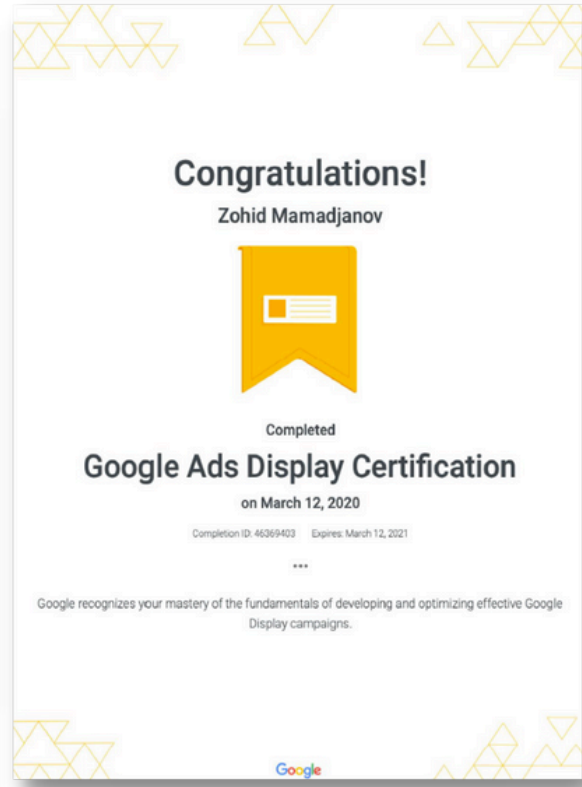
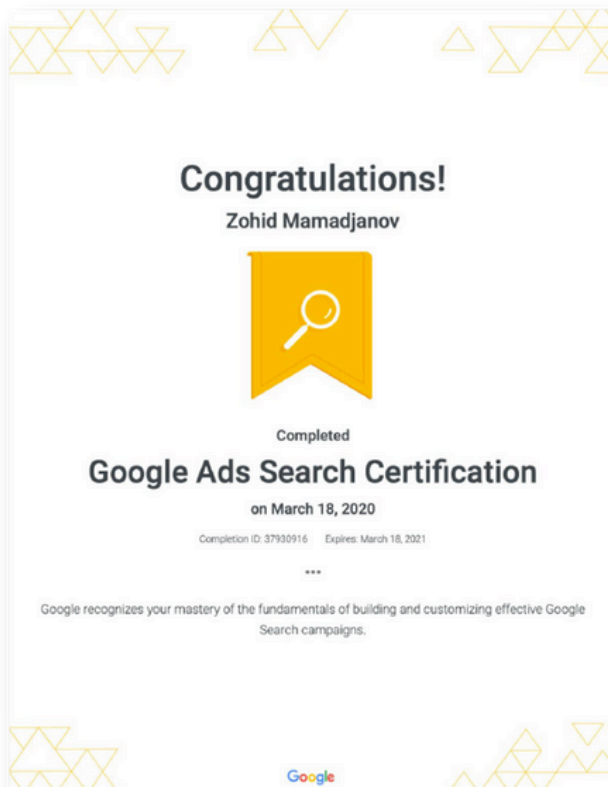
Doniyor T. | Assistant Project Manager
Naver Marketing
Apr 2021

CERTIFICATES



Search Ads (Naver, Kakao) expert certificate.
Issued by: KAIT
(Korea Association for ICT Promotion)

Meta Certified Media Buying Professional
Issued by: Meta



Google Search Ads Certificate.
Issued by: Google

Google Display Ads Certificate.
Issued by: Google

CERTIFICATES



Google Digital Marketing & E-commerce certificate.
Issued by: Google



Google Data Analytics Certificate
Issued by: Google



LinkedIn Marketing Strategy Certificate.
Issued by: LinkedIn



Google Analytics IQ.
Issued by: Google

CERTIFICATES



Advanced Kakao Ad Specialist (카카오모먼트 Advanced).
Issued by: Google