



ALEXANDER SUPRUN

VP / Director of Digital Marketing & E-Commerce Growth

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Relocation: Open to NY, FL, GA, TX, EU, or Remote

Citizenship: Canadian (No TN/H-1B sponsorship required)

EXECUTIVE SUMMARY

Visionary Digital Marketing & E-Commerce Growth Executive with 26 years of experience managing 12M–45M global P&Ls. Proven track record of leading cross-functional teams of 30+ to scale digital revenue, triple ARR, and drive a \$1B (£790M) IPO exit. Expert in full-funnel consumer acquisition, retention marketing, predictive LTV:CAC modeling, and MarTech stack consolidation for high-growth DTC and omnichannel brands. Adept at bridging the gap between technical AI/data engineering (Vertex AI, Python) and C-suite growth narratives to secure multi-million-dollar investments and dominate market share.

CORE COMPETENCIES & ATS KEYWORDS

- **Growth Strategy:** E-Commerce Revenue Scaling • DTC & Omnichannel Retail • P&L Ownership (\$45M) • Go-to-Market (GTM) Strategy • Customer Retention & LTV Optimization.
- **Performance Media:** Paid Social (Meta/TikTok) • Google Ads (PMax/Search) • Retail Media/Amazon DSP • Affiliate Marketing • SEO & Semantic Search.
- **Analytics & Tech:** Media Mix Modeling (MMM) • Multi-Touch Attribution (MTA) • AI-Powered Predictive Bidding • MarTech Integration (Shopify Plus, Segment CDP) • CRO & UX Optimization.
- **Leadership:** Global Team Management (NA, EMEA, APAC) • Agile Frameworks (OKRs) • C-Suite Reporting.

PROFESSIONAL EXPERIENCE

CLONDIKEPPC ONLINE — Remote for U.S. & Global Clients

Director of Digital Marketing (Growth & E-Commerce) | Dec 2020 – Present

- *P&L & Revenue Growth:* Own full P&L for a 12M omnichannel marketing budget across SEO, SEM, Paid Social, Email, CRO, and automation. Delivered 18.2M incremental.
- *Global Leadership:* Direct a 31-person global growth team (11 FTE direct reports, 20 contractors) across NA, EMEA, and APAC. Instituted an agile OKR framework that lifted quarterly KPI attainment from 71% to 96%.
- *AI & Attribution Architecture:* Architected a proprietary AI-based predictive-bidding engine (JavaScript + Vertex AI) that slashed e-commerce **CPA by 66% (from \$150 to \$50)** and increased ROAS by 67% within 120 days.
- *MarTech & Data Unification:* Consolidated a 12-point MarTech stack (Salesforce, GA4, Segment CDP, Tableau) into a unified data lake, saving \$1.4M annually and accelerating campaign launch speed by 58%.
- *C-Suite Strategy:* Championed a 3-year digital transformation roadmap, securing an additional \$8M in marketing budget following a C-suite presentation that demonstrated an **LTV:CAC ratio improvement from 3.1:1 to 5.7:1**.
- *Record Scaling:* Scaled direct-to-consumer (DTC) e-commerce revenue by 20% week-over-week for 12 consecutive weeks (a company record) and tripled organic market share via entity-based SEO.

AVESTA MEDIA — Montreal, Canada

Head of Digital Marketing | Mar 2007 – Nov 2020

- *Portfolio Management:* Directed 100+ B2C and B2B accounts with a combined annual ad spend of \$45M. Managed a cross-functional digital team of 11 FTEs and 20 freelancers.
- *Performance Optimization:* Implemented highly scalable SEM and Paid Social playbooks that **increased average client e-commerce sales by 150%** while lowering blended CPA by 66% within 6 months.
- *Conversion Rate Optimization (CRO):* Championed a proactive CRO and site-merchandising program that delivered a 25% monthly uplift in checkout conversion rates for enterprise clients.
- *Product Development:* Built an in-house PPC automation SaaS platform, which was later licensed externally, generating \$120K in ARR and doubling the agency's net search revenue in 6 months.

EMPIRE ONLINE — Limassol, Cyprus

Head of SEM & Acquisition | Apr 2000 – Dec 2006

- *IPO & Hyper-Growth Impact:* Directed marketing-led growth initiatives that generated a **500% net revenue surge in 90 days**, directly enabling the parent company's IPO on the London Stock Exchange and a £790M (\$1B) capital raise.
- *Budget & Team:* Managed all SEO/SEM acquisition channels with a \$25M annual budget. Led 18 cross-functional staff across development, design, and analytics.
- *Marketing Automation:* Pioneered the company's first automated bid-management platform, increasing portfolio ROAS by 300% and securing Series C funding.
- *Retention:* Integrated full-funnel analytics with daily lifecycle marketing automation, boosting customer retention by 32% YoY.

AIMS AGENCY — Tel-Aviv, Israel

Web Marketing Consultant | Nov 1996 – Mar 2000

- Launched global performance campaigns for 25+ startups across Israel, Europe, and Asia.
- Generated 100,000 subscriptions for EasyFone strictly through technical SEO and search marketing.

TECHNOLOGY & COMMERCE STACK

- **Advertising & Media:** Google Ads, Meta (Facebook/Instagram), TikTok Ads, LinkedIn, Amazon DSP, Bing.
- **Analytics & Measurement:** GA4, Adobe Analytics, Tableau, Looker Studio, Amplitude, MMM/MTA frameworks.
- **MarTech & Automation:** Salesforce Marketing Cloud, Segment CDP, Marketo, HubSpot, Klaviyo, Zapier.
- **Commerce & CMS:** Shopify Plus, Headless Commerce (Next.js), Magento, WordPress.
- **AI & Engineering:** Vertex AI, TensorFlow, GPT-4 API, SQL, JavaScript, PHP.

EDUCATION & CERTIFICATIONS

- **Digital Marketing & E-commerce Professional Certificate** — Google (2022)
- **Certified Marketing Science Professional** — Meta (2022)

- **Marketing Cloud Administrator Certification** — Salesforce (2022)
- **Deep Learning & Generative AI Nanodegree** — Udacity (2022)
- **Advanced Business Negotiations** — Karass International (2019)
- **Investment Adviser Diploma** — Institute of Canadian Bankers (2007)
- **M.S. Civil Engineering** — Moscow State Technical University (1996)

SPEAKING & INDUSTRY AWARDS

- **Keynote Speaker:** “AI-Driven Attribution in a Cookieless World,” Digital Summit NYC (2023)
- **Award Winner:** “Top 50 Revenue Marketing Leaders,” Demand Gen Report (2019)
- **Industry Judge:** AMA Global Effie Awards (2017–2018)