

# HERMAN

Performance Marketing Ops · Affiliate Tech · IT Infrastructure

contact@ermano.website · +380 93 379 9410 · Telegram @Jupliket · Odesa, Ukraine — open to remote worldwide

## PROFILE

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Tech operations specialist with 10 years across IT infrastructure and digital marketing. Last 6 years at ClenchMedia running SMS/MMS campaigns, deliverability, paid media (Bing, Google, Meta, TikTok), creative research, and landing-page operations. Best month: \$300K revenue on \$125K ad spend (2.4× ROAS) — repeated twice. Friendly, calm under pressure, individual approach with every user from junior to senior. The teammate others come to when nothing else has worked. Strong with Linux, Cloudflare, automation, and AI-assisted workflows.

## EXPERIENCE

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### Process Operations Manager — ClenchMedia 2020 — 2026

- Ran SMS/MMS campaigns end-to-end: sender setup, deliverability, gateway rotation, anti-block strategy.
- Best month: **\$300K revenue on \$125K spend (2.4× ROAS)** — repeated twice.
- Tested and integrated AI tooling into internal sending apps; provided structured feedback that shipped to production.
- Paid media across Bing (primary, desktop-only), Google, Meta, TikTok. Bing the consistent winner — operated full search funnel.
- Creative research with Anstrex spy tools; built and iterated landing pages, prelanders, and creatives in HTML.
- Onboarded and trained new operators on sending platforms and internal apps; supported teammates during peak loads.

### IT Specialist — Danube Port Terminal 2018 — 2020

- Ticket-system operations, escalations, and SLA management across the terminal.
- Procured and configured new equipment; rolled out and trained staff on new applications.
- Managed server backups; hired and supervised network/cabling contractors for site labor.
- Weekly status presentations to management on completed work and active incidents.

### Cybersecurity Engineer / IT Specialist — Heat Energy 2017 — 2019

- Promoted to Cybersecurity Engineer after 1 year as IT Specialist. Hardened endpoints and server access across ~70 PCs and legacy servers.
- Provided L1 support and asset lifecycle management for the user base.

### IT Support Specialist — Lime Finance 2016 — 2017

- Supported 100+ local PCs in HQ plus 10 regional offices across Ukraine.
- CCTV setup for managers, database support, equipment pre-provisioning so remote sites worked out-of-the-box.

## EDUCATION & CERTIFICATIONS

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**B.Sc. Software Engineering** — Admiral Makarov National University of Shipbuilding 2016

**System Administrator Program** — Computer Academy STEP, Mykolaiv 2013

**Cisco CCNA Exploration — Network Fundamentals** (Cisco Networking Academy, 2012)

**Cisco CCNA Exploration — Routing Protocols & Concepts** (Cisco Networking Academy, 2012)

## SKILLS

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**Performance Marketing:** SMS/MMS campaigns · deliverability & anti-block · Bing Ads (desktop) · Google Ads · Meta/TikTok · creative research (Anstrex) · landing pages · prelanders · offer testing · ROAS tracking (Clickflare).

**Infrastructure:** Linux (Ubuntu/Debian) · Nginx · Cloudflare · Docker · SSH · Git · DNS · MariaDB/MySQL · PHP/Apache · cPanel/DirectAdmin · server backups.

**AI-Assisted Workflows:** Claude (MCP/SSH integration) · self-hosted image generation pipelines · prompt engineering for ops automation.

**Productivity & Collaboration:** Google Workspace (Gmail, Drive, Docs, Sheets, Slides, Calendar, Admin console) · Slack · Notion.

**Soft:** Individual user approach · calm under pressure · out-of-the-box problem solving · cross-team training & onboarding · contractor management.

**Languages & Availability:** Ukrainian, Russian (native), English (fluent). Full-time + freelance. Kyiv 18:00–00:00 / US East 11:00–17:00. Payoneer or crypto.