

MIKHAIL KRESHETOV

PERFORMANCE MARKETING & USER ACQUISITION SPECIALIST

kreshetov.mikhail.work@gmail.com | Telegram: @mikledevil | Portfolio | Remote | Relocation from Nov 2026

Performance marketing and user acquisition specialist with direct ownership of high-volume Meta advertising for the US iGaming market. Personally managed up to \$600K in monthly spend across 40-50 ad accounts and 300+ campaigns, delivering peak monthly profit of \$220K on approximately \$500K in spend. Combines funnel, offer, app, creative and UGC experimentation with automation that accelerates launch and optimization.

UP TO \$600K MONTHLY SPEND | \$220K PEAK MONTHLY PROFIT | 40-50 AD ACCOUNTS | 300+ CAMPAIGNS

EXPERIENCE

Performance Marketing & User Acquisition Specialist

Jul 2025 - Present

Confidential iGaming Company (NDA) | Remote

- Personally managed up to **\$600K/month in Meta ad spend** for the US market across 40-50 ad accounts and 300+ campaigns.
- Delivered **peak monthly profit of \$220K** on approximately \$500K in spend through budget allocation, scaling and performance optimization.
- Owned the complete acquisition chain across funnels, mobile apps and offers, aligning the ad promise and conversion path around performance.
- Developed creative angles and UGC concepts; analyzed winning hooks and formats to produce variants and scale validated hypotheses.
- Built a **creative-to-launch automation pipeline** that reduced the core daily workflow from up to five hours to under one and supported approximately 100 launches per day.
- Automated traffic monitoring every 2-3 hours with adaptive rules for budget changes, scaling and pausing, supported by dashboards, logs and Telegram alerts.

Organic Traffic Acquisition Specialist

Feb 2025 - Jun 2025

MST | Remote

- Generated acquisition traffic through **organic / zero-budget channels** across YouTube, Instagram and Threads.
- Built hands-on experience with multi-channel acquisition and platform-specific traffic behavior before moving into paid Meta performance marketing.

SELECTED TECHNICAL PROJECT

Automated Paid Acquisition Management System | Python, SQL, REST APIs

- Connected campaign data, optimization rules and platform actions across dozens of accounts and hundreds of campaigns.
- Supported bulk campaign launch, continuous monitoring, automated budget changes, scaling, pausing and recovery.
- Portfolio case study and selected interface views are available through the portfolio link above, subject to confidentiality.

CORE SKILLS

Performance & UA: Meta Ads, paid acquisition, budget allocation, scaling, profit optimization, funnel optimization, US market, iGaming

Creative growth: creative strategy, offer and app testing, UGC concepts, winning-hook analysis, variant generation, hypothesis scaling

Automation & data: Python, SQL, REST APIs, workflow automation, adaptive rules, dashboards, monitoring and alerting

EDUCATION & LANGUAGES

Moscow Technological Institute (MTI) | Programming / Software Engineering | Expected 2028

Languages: Russian — native | English — B1, actively improving