

MIKHAIL KRESHETOV

GROWTH AUTOMATION & PERFORMANCE MARKETING SPECIALIST

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

Growth automation and performance marketing specialist combining high-volume Meta acquisition with Python, SQL, API integrations, creative systems and adaptive campaign optimization. Built production workflows that reduced the core daily campaign process from up to five hours to under one, supported approximately 100 campaign launches per day and monitored traffic every 2-3 hours. Targeting Growth Automation, Marketing Operations, Technical User Acquisition and Performance Marketing Operations roles.

5H TO <1H DAILY WORKFLOW | ~100 CAMPAIGNS / DAY | 2-3H MONITORING | UP TO \$600K MONTHLY SPEND

EXPERIENCE

Performance Marketing & Growth Automation Specialist

Jul 2025 - Present

Confidential iGaming Company (NDA) | Remote

- Built a **creative-to-launch automation pipeline** covering creative generation, analysis, launch selection and campaign upload, reducing the main daily workflow from up to five hours to under one.
- Enabled approximately **100 campaign launches per day** across a high-volume Meta operation spanning 40-50 ad accounts and 300+ campaigns.
- Developed an **adaptive optimization engine** that monitored all traffic every 2-3 hours and automatically applied budget, scaling, pausing and risk-control actions.
- Implemented evolving decision rules, dashboards, logs and Telegram alerts, plus an **AI-assisted watchdog** that checked system integrity and proposed operating improvements.
- Personally managed up to **\$600K/month in Meta spend** for the US market and delivered peak monthly profit of \$220K on approximately \$500K in spend.
- Owned acquisition work across funnels, mobile apps, offers, creative concepts and UGC, turning winning performance signals into new variants and scalable hypotheses.

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 Operating System | Python, SQL, REST APIs

- Designed a modular architecture connecting creative generation, launch planning, campaign data, SQL-based decision logic and platform actions.
- Built production controls for bulk launch, monitoring, budget changes, scaling, pausing, recovery, observability and system-health checks.
- Portfolio case study and selected interface views are available through the portfolio link above, subject to confidentiality.

CORE SKILLS

Growth automation: workflow design, adaptive decision rules, campaign orchestration, monitoring, alerting, system integrity, AI-assisted operations

Technical: Python, SQL, REST APIs, data processing, systems integration, dashboards, logs, Telegram alerts

Acquisition: Meta Ads, paid acquisition, funnel optimization, creative strategy, UGC experimentation, budget allocation, US market, iGaming

EDUCATION & LANGUAGES

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

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