# NIKITA BASHUROV

**PERFORMANCE MARKETING & TECHNICAL ECOMMERCE GROWTH SPECIALIST**

**GOOGLE ADS | META ADS | ECOMMERCE GROWTH | MARTECH & DATA INFRASTRUCTURE**

**WROCLAW, POLAND**

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Performance marketing specialist with hands-on experience managing Google Ads and Meta Ads campaigns across multiple markets, languages and channels. Combining campaign strategy, audience targeting and budget optimization with a strong understanding of ecommerce operations.
Technical expertise in marketing infrastructure, server-side tracking, consent management and conversion data quality. Focused on connecting advertising platforms, customer behavior and reliable data flows to support measurable ecommerce growth.

**PERFORMANCE MARKETING**
Google Ads (Search, Shopping, PMax) · Meta Ads · Campaign Strategy & Optimization · Multimarket Advertising · Audience Strategy · Remarketing · Budget Management

**TECHNICAL MARKETING & MEASUREMENT**
GA4 · GTM · Server-side GTM · Meta CAPI · Google Ads Conversion Tracking · Consent Mode · Event Validation · Browser/Server Deduplication · Conversion Troubleshooting · Stape · Cloudflare Workers · Google Cloud Run · Git

**ECOMMERCE PLATFORMS & MARKETPLACES**
Shopify · WooCommerce · PrestaShop · Shoper · Base · Allegro · Erli · Empik

## PERFORMANCE MARKETING EXPERIENCE

**TEDDY ROOM | Growth Marketing Specialist | 08.2025-07.2026 | Children's furniture, Montessori boards | DE & PL markets**

- Managed Google Ads and Meta Ads campaigns, reducing cost per purchase by approximately 50%.
- **Creative Production:** Created advertising graphics and videos based on customer needs and direct feedback.
- **Brand Reputation Management:** Used Google Search campaigns targeting negative brand-related queries to turn reputation-related searches into sales.
- **Campaign & Influencer Marketing:** Organized promotional campaigns, contests and influencer collaborations.
- **International Market Expansion:** Launched German market advertising, including website localization, payment setup, VAT OSS preparation and tracking. Generated first Meta Ads sales within a week.
- **International Partnerships:** Identified German coffee shop partners interested in ongoing collaborations to produce branded social media content.
- **Technical Marketing Infrastructure:** Built a custom Cloudflare Worker solution to rewrite storefront HTML, replace legacy tracking scripts and control GTM, consent and server-side tracking without modifying the Shoper backend. Technical case study & code examples ↗

**SURVIVAL RACE | Digital Marketing Specialist | 01.2025-07.2025 | Mass participation sports events | DE & PL markets**

- Managed multilingual performance marketing campaigns across Google Ads, Meta Ads, Pinterest Ads and TikTok Ads, with **advertising budgets of approximately 80,000 PLN per month for a single business segment**.
- Managed campaign-level budget allocation, audience targeting and ongoing performance optimization across multiple advertising platforms and geographic markets.
- Supported the creation and adaptation of advertising creatives for different audiences, markets and campaign objectives.

## TRACKING & MARTECH EXPERIENCE

**MARKET LAYER | Founder / Tracking Infrastructure Development for Shoper | 2026 - present**
**marketlayer.pl ↗ | app.marketlayer.eu/app/ ↗**

- Founded and developed Market Layer, a marketing infrastructure solution connecting ecommerce events with advertising and analytics platforms for Shoper-based stores.
- Designed unified event processing with multi-market configuration, consent-aware routing and browser/server deduplication across advertising and analytics platforms.
- Built browser/server tracking infrastructure using Cloudflare Workers and Google Cloud Run, with configurable advertising destinations.
- Submitted for Shoper App Store verification.

**COSSY | Shopify Tracking Infrastructure | 09.2026 - Freelance / contract | Furniture retail / e-commerce**

- Audited and rebuilt Shopify tracking across GTM, sGTM, Stape, GA4, Google Ads and Meta CAPI.
- Fixed x-gcm consent propagation, Meta Pixel initialization in Shopify sandbox/iframes and browser/server Purchase deduplication.

**BBM GRUPA | WooCommerce Tracking Infrastructure | 10.2026 - Freelance / contract | Automotive aftermarket / e-commerce**

- Implemented GTM and server-side GTM with Google Cloud Run for WooCommerce conversion tracking and event delivery.

**LANGUAGES**
Polish - C1
English - B2
Russian - Native

**EDUCATION | 2014-2019**
Wroclaw University of Business in Applied Sciences
- Master's - Human Resource Management
- Bachelor's - Management & Marketing

**ADDITIONAL EXPERIENCE**

- Worked across e-commerce, marketplaces and technical operations in the construction tools segment.
- Diagnosed and repaired PrestaShop issues affecting product listings, filters, cart and frontend behavior.
- Supported page migrations and built custom frontend solutions using vanilla JavaScript.
- Developed small parsing and data-processing tools to support product/content operations.

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