

Igor Naidko

Location: Ukraine (Fully Remote for US Time Zones)

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Professional Summary

Highly organized and analytical Remote Operations & Support Specialist with nearly 12 years of hands-on experience collaborating with US-based companies and international clients. Proven track record in managing data-driven marketing campaigns, technical system configurations, and operational workflows. Professional command of English with a solid background in data structuring, validation, and analysis using MS Excel and Google Sheets (including Pivot Tables and charts). Seeking a long-term remote position in Logistics Dispatching or Operations Support where structure, attention to detail, and reliable cross-team communication are critical.

Core Skills

- **Operations & Coordination:** Data entry, information retrieval, data structuring and validation, process tracking, workflow optimization, task management via **Asana**.
 - **Data Analytics & Excel:** Data analysis via MS Excel & Google Sheets (creating **Pivot Tables**, charts, formatting, data sorting, and filtering).
 - **Technical & Platform Support:** CRM systems management, basic **WordPress** administration (content population, plugin setup, page updates), log analysis, and troubleshooting.
 - **Digital Marketing:** **Google Ads, Bing Ads, Google Analytics**, paid search strategy, ad copywriting, and performance analysis.
 - **Design Tools & Media:** Photoshop, Illustrator, InDesign, and image color-correction via **Lightroom**.
 - **Languages:** English (Professional Working Proficiency), Ukrainian (Native), Russian (Fluent).
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Professional Experience

Technical Support & Operations Specialist (Crypto)

Contract / Remote — 2024 – 2026

- Managed and maintained remote equipment, ensuring data integrity, system configurations, and seamless operational workflows.
- Tracked and analyzed technical logs and user data to troubleshoot system errors and optimize system parameters.
- Coordinated with cross-functional teams to deliver clear technical documentation, guidelines, and user training to improve overall process efficiency.

Digital Marketing & Data Analytics Specialist (PPC)

Contract / Remote — 2014 – 2024

- Managed pay-per-click (PPC) campaigns for international and US clients across Search, Display, and Video networks.
- Utilized **Excel and Google Sheets** daily for campaign performance analysis, data structuring, and tracking key metrics using Pivot Tables and charts.
- Developed overall campaign strategies, handled commercial copywriting, and conducted data audits to eliminate tracking errors.
- Maintained basic **WordPress** site landing pages, populated content, and verified tracking plugin integrations.

English Language Consultant & Teacher

2011 – 2013

- Developed structured training plans and communication frameworks for diverse student groups.
- Enhanced team communication dynamics, presentation skills, and professional English vocabulary.

Freelance Operations Support & Digital Design

Freelancehunt — 2009 – 2011

- Provided high-quality remote translation and content moderation services (English, Ukrainian, Russian).
- Processed visual marketing assets using Photoshop, Illustrator, and managed photo color-correction via **Lightroom**.
- Assisted international small businesses with basic web updates, WordPress text population, and project data tracking.

Education

- **Kyiv National Linguistic University** – Bachelor’s Degree in English Language and Literature
- **STEP Computer Academy** – Professional Course in Graphic Design & Computer Tools
- **Watched course on Udemy “USA Truck Dispatcher Full Course”.**

Personal Qualities

Calm, highly analytical mindset, deeply organized, detail-oriented "doer", and a strong team collaborator who thrives in structured environments.