

# Dmytro Pavlov



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## WORK EXPERIENCE

### UCT, Kyiv – CEO, owner

1998 – 2023

UCT - Google Premier Partner

innovative digital marketing (for example – PBN, APM),

In 2008 it was the first in Ukraine to acquire the status of a company certified by Google, inc.

In 2009, the company became the market leader in the number of customers and sales of advertising at Google among advertising agencies.

In 2010, the company was again the first to confirm its status – a certified partner of Google, inc.

In 2011, it was the first in the Internet advertising market to be certified ISO-9001: 2008.

In 2013, we were the first and only agency in Ukraine to have a status of Google Analytics Partner.

In 2015, they won the Google Power-UP competition.

In 2016, they won the Google Ready to Rock competition.

2016 Acquired Google Premier Partner status.

2017 Nominated in the top 10 fastest growing Google partners.

2018. Selected in the Agency of Tomorrow for Google Premier Partner's.

In 2019, the elections for 9 deputies of the Verkhovna Rada were won.

In 2020, UCT's largest client received 10 million app downloads in 2.5 years, with a reduction in the download price from \$ 2 to \$ 0.16.

2021 The company's startup took 1st place in the "Invest Ring" from StartUp Network

## EDUCATION

### National Technical University of Ukraine “Igor Sikorsky Kyiv Polytechnic Institute”, Kiev – Master of Science, *Ph.D candidate*

1991- 1997

Monograph. 56 publications.

## SKILLS

Data Science Marketing Expert (machine learning, casual learning, SSI)

Digital Marketing expert (SEO, PPC, SMM, affiliate)

Business Development expert

Behavior analytics expert

## ACHIEVEMENTS

28 awards from Google

### Advisor

- TheGoodMonster, USA
- Vidby, Switzerland

## LANGUAGES

English

Ukrainian

Russian

## **A graduate of the Aspen Institute "Responsible Leadership" - 2012**

### **MY STORY**

**Before the war I was the owner of a successful digital agency in Kyiv and was read by one of the best digital marketers in the country.**

Before the war I was the owner of a successful digital agency in Kyiv and was read by one of the best digital marketers in the country.

We were a Google Premier Partner

We used advanced data science technologies. For example -

APM - modeling of behavioral patterns of audiences.

Fractional segmentation and predictive analytics.

But business - just evaporated with the outbreak of **WAR**

02/24/2022 at 5 a.m. we woke up from a strong explosion. A rocket exploded near the house.

Terrified, we decided to flee. We understood that it was necessary to act quickly. Since the city is turning into one big traffic jam every second. But it took us more than 3 hours to gather 7 people. We abandoned everything. Since it was still necessary to pick up my mother and 8 people had to be placed in a 5-seater car. We took only personal items, documents and a hunting rifle. There was no money because before that I gave the salary to the employees. And, of course, got into a traffic jam on departure. Sirens were wailing. It was terrible when combat planes flew over us at low altitude. And there were explosions all around. And you can't get out of this trap...

First we went to another city near Kyiv. Tetiiv. There was my grandmother's summer house. But it was winter, and the house was very cold. We had to sleep dressed. The house did not warm up in any way. We listened to the terrible news. Three days later, we decided that we had to go to another country. But my mom decided to stay, she didn't want to leave.

Therefore, we went further at 7AM. Miraculously, we found gasoline. I left the gun with my mother. Since there were checkpoints everywhere and we were afraid every time that something might happen at the checkpoint. If a weapon had been found during the search, they could have shot us on the spot, but we were lucky and we drove on. It was scary to drive through the city, sirens were howling everywhere. But we still got to the border with Moldova. We stood at the border for 5 hours in the carline and we were lucky they let us in. I was able to leave as a father with many

children. It was an incredible stroke of luck. Since the men were no longer released.

Moldova received us very well. Right at the border stood volunteers who distributed food and water. We were able to feed the children. In Moldova, we found a person with whom we could stay for a few more days. We were able to find temporary housing in Germany. But there was no money for gasoline.

A former Russian, a man from Germany, helped us. He responded to our request in a messenger group and sent 300 euros for gasoline. So we were able to get to Germany and get help. But we understood that we could not settle down normally there, since there was not even a basic knowledge of German. And they began to look for how to get to the United States. Many went through Mexico, but it was not legal and we could not take risks with young children. But soon the u4u program came out. And thanks to the website, we found Ronald and were able to get support.

It took a long time to get permission. We managed to move to another room in Nederland, but it was hard to live in a 7-room apartment in a former factory. But we did not complain because those who stayed in Ukraine were much worse off.

Finally the permission came. To buy tickets, we had to sell the car that saved us. But we are glad that we will be able to see Ronald soon and come to a safe place. We really want the kids to go to school soon.

Fortunately, after six months of hard travel, we ended up in the USA.

## **SPECIAL THANKS**

**Ronald and Janet Sheldon, Boca Raton FL**