

Jevgeni Sutoi.

> Digital marketing

Marketing specialist with experience in social media marketing, sales funnels, B2B advertising sales, websites and SEO. Founder of **Delmaar Digital OÜ**, a marketing agency working with creators on OnlyFans and Fansly. Open to marketing positions in Tallinn or remotely.

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2024

founded my own agency

7 yrs

of experience in digital, web, sales and IT

01 / PROFILE

Profile

Marketing specialist with experience across the full customer journey: attracting an audience, converting it into paying customers and keeping them. Since 2024 I have been running my own agency, **Delmaar Digital OÜ**, where I am responsible for marketing strategy, analytics and team management.

Before that I worked on websites and search engine optimisation at **InChain Digital** and in B2B advertising sales at **crypto.news**. This gives me a practical understanding of how marketing, sales and the website work together, and makes it easy to work with designers, developers and sales teams.

POSITIONS I'M INTERESTED IN

- Marketing Specialist
- Digital Marketing Specialist
- Social Media Manager
- Creator Marketing Manager
- Growth Marketing Specialist
- Partnership Manager
- Account Manager
- Marketing Manager

01

Audience acquisition

Organic social media growth, partnerships and content distribution. Channel testing and tracking links for every traffic source.

02

Conversion

Sales funnels, landing pages, offer and message testing, conversion tracking.

03

Retention and sales

Upsell and repeat purchases, reactivation of inactive customers, B2B sales and negotiations.

04

Team management

Hiring, onboarding and training, KPIs for every role, weekly reporting and regular performance reviews.

02 / EXPERIENCE

Professional experience

2024 → present

Tallinn, Estonia

current

Founder & CEO

Delmaar Digital OÜ · reg. code 17408113 · delmar.agency

Marketing agency registered in Estonia. The agency provides full cycle marketing for creators on subscription platforms such as OnlyFans: audience growth on social media, traffic, sales and subscriber retention. Website: [delmar.agency](#)

→ Company founded in 2024. The agency now employs more than 40 people in marketing, social media, sales and client management.

→ We work with a traffic acquisition system across Instagram, TikTok, X (Twitter), Reddit and Telegram: content plans, posting schedules and account warm up processes.

→ Work with funnels from social media profile to paid subscription, with separate tracking links for every traffic source to measure clicks, subscriptions and revenue per channel.

→ Weekly reporting on key metrics: traffic, conversion to subscription, revenue per subscriber, retention and churn. Budget and team resources are allocated based on this data.

→ Sales and retention process: messaging scripts, upsell offers, reactivation of inactive subscribers and quality control of the chat team.

→ Hiring and onboarding: job descriptions, interviews, training materials, KPIs for every role and regular performance reviews.

→ Work with creators: onboarding, content planning, communication and monthly performance reports.

Instagram

TikTok

X

Reddit

Telegram

Tracking links

Google Sheets

Notion

CRM

Apr 2023 → 2025

Tallinn, Estonia

web

seo

analytics

Web Developer & SEO Specialist

InChain Digital OÜ

- Developed and launched websites and landing pages for clients in ecommerce, travel, food and B2B tech using WordPress, Webflow, Framer and HTML, CSS and JavaScript.
- Carried out technical SEO audits: crawlability, indexation, XML sitemaps, robots.txt, canonical tags, broken links and duplicate content.
- Improved page speed and Core Web Vitals through image optimisation, lazy loading, caching and removal of unused scripts, verified with PageSpeed Insights.
- Implemented on page optimisation: keyword research, title and meta description templates, heading structure, internal linking and schema.org structured data (Organization, Product, Article, FAQ).
- Configured hreflang and language versions for multilingual websites (Estonian, Russian, English).
- Set up Google Analytics 4 and Google Tag Manager: events, conversions, UTM tracking and ecommerce tracking. Connected Google Search Console and monitored indexing and search visibility.
- Supported website migrations and redesigns without loss of search traffic: URL structure and monitoring after launch.
- Worked in an Agile team with designers, backend developers and project managers, taking part in sprint planning and QA.

WordPress

Webflow

Framer

GA4

GTM

Search Console

PageSpeed Insights

Screaming Frog

Mar 2023 → Jul 2024

Estonia

sales

advertising

Sales Representative

crypto.news · marketing, advertising, PR

- Identified and contacted potential advertisers in the crypto and Web3 sector and presented advertising solutions tailored to their business goals.
- Managed the full sales cycle: lead research, outreach, presentations, commercial proposals, negotiation, closing and ongoing account management.
- Sold the platform's advertising formats: display banners, sponsored articles, press release distribution and package deals.
- Monitored campaign performance (impressions, clicks, CTR, article views) and prepared client reports with optimisation recommendations.
- Analysed market trends and competitor pricing to keep crypto.news offers competitive.
- Maintained the CRM database with leads, deal stages and communication history, and prepared sales pipeline reports for management.

CRM

Display ads

Sponsored content

Press releases

Campaign reporting

Oct 2020 → Nov 2021

Estonia

Frontend Developer

DEVTRAINING OÜ

- Developed and maintained user interfaces with HTML, CSS, JavaScript and PHP.
- Integrated REST APIs to connect the frontend with backend services.
- Updated and improved existing code to keep applications fast and stable.

Sep 2019 → Oct 2020

Estonia

Robotics Software Developer

JOB for ROBOT OÜ

- Wrote and maintained code for simulation and analysis tools.
- Used Python for automation and optimisation tasks.
- Assisted production teams with troubleshooting and helped integrate software with mechanical systems.

Skills and tools

Marketing

Growth strategy

Social media marketing

Creator marketing

Sales funnels

Content planning

Copywriting

Offer testing

Upsell and retention

Sales

B2B sales

Negotiation

CRM

Commercial proposals

Media sales

Client reporting

Analytics

Google Analytics 4

Google Tag Manager

Search Console

Looker Studio

UTM tracking

Conversion tracking

KPI dashboards

Funnel analysis

Management

Team leadership

Hiring and onboarding

Training

KPI systems

Reporting

Project management

Agile

SEO and websites

Technical SEO

Keyword research

On page optimisation

Core Web Vitals

WordPress

Webflow

Framer

HTML

CSS

JavaScript

Tools

Google Workspace

Notion

Figma

Semrush

Screaming Frog

PageSpeed Insights

Telegram bots

ChatGPT and Claude

EDUCATION

Tallinna Polütehnikum

Software developer, diploma · 2017 → 2020

DEV EDUCATION

Frontend developer, advanced training · 2022

LANGUAGES

Russian		Native
Estonian		B2
English		B1

CEFR levels

04 / CONTACT

Contact

I am open to marketing positions. Full time, part time or contract, in Tallinn or remotely. The quickest way to reach me is by email or phone.

EMAIL

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PHONE

+372 5801 0035

LINKEDIN

jevgeni-sutoi ↗