Maiia Buiankova

Performance Marketing

Berlin · Remote and hybrid
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PROFILE

I test campaigns, steer budgets by ROAS and CPA, and scale what pays back. I produce the creatives myself. A background in journalism shapes the hooks and the copy. The decision to scale follows the data.

RESULTS

Med School Entry, Meta Ads — 18 Jan – 8 Nov 2026
3.48× ROAS from 60 purchases. £3,912.60 spend, £13,616 purchase value. Website campaign 8.10×.
CPC £0.42 · CTR 1.99% · CPM £8.38. 139 leads at £7.06. 68 webinar registrations at £1.63.

Top10 Berlin — 2025 – 2026
Followers from 4,000 to 13,000. Monthly reach up 257% year on year, interactions up 84%, views up 83%.

Heiner Schneider, Berlin — 07/2026 – 11/2026
Views from about 2,300 to 54,706. Interactions up 48-fold. Newsletter in September 2026: 28.1% opened, 8.2% clicked.

EXPERIENCE

Freelance performance marketing specialist — 07/2026 – today
Adsthetics · Several clients, including Med School Entry. Accounts, tests, budgets and ads.

Online marketing — 07/2026 – 11/2026
Heiner Schneider, Premium Berlin GmbH · Full time: Instagram, content and the newsletter.

Content creator and social media manager — 04/2025 – today
Top10 Berlin · Strategy, formats and production for the location guide.

Dance teacher and professional dancer — since 2024
tanz studio motions Berlin · Aura Pole Dance Kreuzberg · Own Instagram account, partners, and promotion for the studio.

PR manager — 09/2021 – 02/2022
Software start-up, Odesa

Federal volunteer service (voluntary social year) — 01/2020 – 07/2021
Freie Waldorfschule Kreuzberg, Berlin

Au pair — 11/2018 – 11/2019
Familie Lögters, Köln

Head of the Journalism Club — 09/2015 – 10/2018
Schulkomplex «Harmonie», Odesa

Freelance journalist — 01/2011 – 07/2017
Various outlets, Odesa

EDUCATION AND CERTIFICATES

IT consultant and online marketing consultant — 2024–2025
Digital Career Institute · 1,800 teaching units: campaigns, analytics, SEO, paid and social. Placement at Top10 Berlin.

Targetologist course — 2026
Kukurudza · Meta Ads: audiences, creatives, scaling and reading the campaigns.

Master's degree in Journalism, with distinction — 2010–2016
Odesa National University

TOOLS

Meta Ads · Meta Business Suite · Google Ads · Google Analytics · Canva Pro · Figma · Adobe Premiere · CapCut · Mailchimp · Asana · Kling AI