

Amet-Khan Karaglanov

Marketing strategist - consumer behavior & AI

Vilnius, Lithuania | Open to performance and UA roles

ametkhankaraglanov@gmail.com | linkedin.com/in/amet-karaglanov | karaglanov.vercel.app

Selected results

- **8 applications at ~€125 each** - Google Ads Performance Max, €1,000+ budget, Uzbek market. Average tuition contract ~€3,000, so one enrolment repays the campaign 3x.
- **18.84% campaign CTR** - 811,913 impressions, 151,366 clicks. Performance Max blended inventory, not a Search CTR.
- **1st place, L'Oréal Brandstorm 2026** - national winner, Lithuania & Baltic hub.
- **10,000+ Telegram subscribers** - zero ad spend, 21 months.
- **10+ paying clients, 20+ campaigns** - creators and personal brands.
- **16% YouTube CTR** - 103,200 organic impressions, +1,929 subscribers, zero ad spend.

Experience

Marketing Intern 2025 - 2026

Vilnius University, Faculty of Economics & Business Administration

Ran international student recruitment for the Uzbek market: full-funnel Google Ads (Search + Performance Max), editorial content and a localized landing flow. 18.84% CTR (Performance Max, blended inventory), 811,913 impressions, 8 applications at roughly €125 each.

Marketing Consultant 2023 - now

Personal brands & creators

10+ paying clients, 20+ campaigns. Positioning, audience analysis, Telegram growth, content strategy, funnel development and monetization for independent creators.

Founder & Community Manager

Own Telegram channel

Built an educational community to 10,000+ subscribers in 21 months with zero ad spend - content systems, storytelling, and the daily discipline of earning attention with useful ideas.

Ambassador & Mentor

Vilnius University

Representing the university to prospective students, presenting at events, and mentoring new international students through their first semesters.

YouTube Content Strategist 2021 - 2023

Art-niche channel

Repositioned packaging and search strategy: 16% CTR on flagship videos, 103,200 organic impressions, +1,929 subscribers with zero ad spend.

Skills

Strategy & behavior - positioning, go-to-market, consumer behavior, behavioral marketing, pricing strategy, segmentation, customer journey, funnels, offer design, CRO.

Performance & data - Google Ads, Meta Ads, TikTok Ads, GA4, Search Console, SEO, email marketing, A/B testing, marketing automation, conversion copywriting.

AI & tools - Claude, ChatGPT, prompt engineering, AI research workflows, Mailchimp, HubSpot, Canva, Adobe CC, Notion, Excel.

Education

Global Marketing 4th year

Vilnius University, Faculty of Economics & Business Administration