

Recommendation for Kirill

Dear Hiring Manager,

I had the opportunity to work with Kirill at adgasm.io, where I am a co-founder. Overgear was his primary account, and I saw first-hand how he handled a demanding paid search project that required both close attention to performance and confident communication with the client team.

What I appreciated most was that Kirill did not operate as someone who simply followed a campaign checklist. He could move comfortably between account-level details and the commercial priorities behind them, translate client goals into a clear plan of action, and make sensible decisions about budgets, testing, and scaling. When performance changed, he investigated the cause, set priorities, communicated risks early, and followed the issue through to a resolution.

Kirill also brought value beyond his own campaign work. He shared knowledge with colleagues, challenged weak assumptions, and helped maintain a high standard for account structure, tracking, reporting, documentation, and quality control. He was comfortable reviewing work, giving practical feedback, and stepping into difficult account situations when a specialist needed a second perspective. These are exactly the qualities an agency needs from a senior specialist or team lead: technical depth, ownership, sound judgement, and the ability to make the people around him more effective.

He was reliable with clients, direct without being confrontational, and able to explain complex performance issues in a way that supported decisions rather than creating noise. I would be happy to work with Kirill again and would recommend him for senior PPC, performance marketing lead, or paid search team lead roles, particularly in an agency environment where delivery quality, team development, and commercial accountability have to work together.

Best regards,



Rasul Tnaliev

Co-Founder, adgasm.io

LinkedIn: [linkedin.com/in/rasul-tnaliev-57b561106](https://www.linkedin.com/in/rasul-tnaliev-57b561106)

