Vladislav Rosinsky

Founder & Business Operator | Marketing & Applied AI

Almaty, Kazakhstan | Marketing since 2015 | SMMCLOUD founded in 2017

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PROFILE & VALUE

Founder of SMMCLOUD, established in 2017, with marketing experience since 2015 and four years of daily AI use. Directly managed hundreds of client projects and led a team of 22 employees, exceeding 30 people with contractors. Independently built the company website, an internal team platform and a CRM using AI, without hiring developers. Redesigned the operating model: margins on selected comprehensive packages increased from 30-35% to 65-70% after all costs and taxes, alongside reduced client project volume. The published portfolio represents only part of the client work delivered under my management.

BUSINESS EXPERIENCE

SMMCLOUD | Founder & business operator

Marketing & acquisition

Define the customer need and offer, shape the path from an ad or landing page to an enquiry. Work across advertising, content, websites and organic acquisition.

Clients & commercial scope

Gather inputs, structure proposals and agree deliverables, prices and deadlines. Prepare contracts with AI and check them against the agreed business terms.

Team workflows & quality

Define tasks, content requirements and readiness criteria. Review intermediate work, provide specific feedback and distinguish prepared material from published work.

Creative direction & content

Create advertising assets daily with AI. Define the message and visual direction, refine variants and check readability and consistency with the offer.

Websites & SEO

Develop site structure, service pages, copy and calls to action. Use AI in implementation and refinement; check links, content and the mobile experience.

Operations & product requirements

Translate recurring business needs into requirements for Team and CRM. Define customer records, deal stages and next actions, then validate workflows in use.

SMMCLOUD: work & outcomes

Agency track record and products I built with AI

Independently built the company website, client websites, Team and CRM with AI, without hiring developers. I define functionality and requirements; AI handles technical implementation, and I validate the result.

CLIENT PORTFOLIO & DIRECT MANAGEMENT

Years of client work. Direct management throughout.

Every case published in the SMMCLOUD portfolio comes from work delivered under my direct management. The catalogue represents only part of that experience. The total volume of client work delivered over the years is several times larger than the published collection.

Explore the portfolio | smmcloud.kz/rosinsky/cases

Explore the English catalogue by industry and marketing channel.

SELECTED AI-ASSISTED PRODUCTS

SMMCLOUD

Business website and SEO. I define structure, offers and content, direct AI-assisted implementation and review changes. SEO work enabled me to stop using paid traffic for my own business (self-reported outcome).

SMMCLOUD Team

A custom workspace for projects, content and team operations. I define team needs, usage scenarios and interface requirements, then iterate with AI assistance and feedback.

SMMCLOUD CRM

The external CRM’s pricing tiers did not fit my needs, so I decided not to renew this year. I independently built a CRM with AI: familiar workflows, a pipeline, tasks and direct integrations. I can extend it without hiring external integrators.

Applied AI in practice

Everyday workflows, personal contribution and motivation

CASE: RETHINKING THE OPERATING MODEL

Challenge

High payroll costs made the existing operating model too expensive. As the founder, I needed to reconsider how work was organised.

My decision and implementation

I revised the operating model and adapted workflows with AI. This reduced staffing needs. My practical AI experience includes creative assets, documents, SEO and internal products.

Current state

Client project volume declined. Margins on selected comprehensive packages increased from 30-35% to 65-70% after all costs: acquisition, payroll, taxes, subscriptions and websites. The business now has up to 10 employees.

Founder-reported figures for selected service packages, not company-wide average margins.

EVERYDAY AI WORK BEYOND THE PRODUCTS

Thinking: turn voice notes and scattered inputs into a plan. Documents: prepare contracts and check services, prices and dates against agreements. Information: structure operational inputs and verify details before use.

HOW I WORK

Define the problem and constraints. Break the work into concrete tasks. Review intermediate outputs. Check the result against the original requirements. Correct errors and iterate based on real use.

INTERNATIONAL OPPORTUNITIES

I have spent years building a business and four years making AI part of its daily operation. I want to take that experience into a larger international setting, work on more demanding problems and deepen my understanding of AI.

I’m interested in company roles, educational programmes and long-term projects where I can contribute practical business experience while learning from people with different expertise.

SMMCLOUD’s long-term client commitments will continue, with my involvement and service model adapted to the opportunity. English: B2. Open to relocation with my family.

CONTACT

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