

Experience

Previously worked at US-centric AI-based SaaS (with 1M audience), EU-centric blockchain CExP (with 250-400K MAU), worldwide-focused B2B SaaS, a couple of Ukrainian online media (with 150-200K MAU), as well as digital-content agencies for local Ukrainian market (B2C-focused).

- + As the Head of Product Marketing has created a working strategy for the promotion of a platform with 250K MAU
- + As the Senior Performance Marketing Manager worked with acquisition/retention campaigns for 4 different channels based on monthly budgeting around \$120-250K, with ROAS 110-120% for SaaS Product
- + As CMO was managing the 15-people team on sales-business development-marketing
- + Worked on implementation of affiliate & partnership programs for 250K users
- + Working on 2-weeks / 4-weeks sprints + OKRs
- + Was managing marketing dash-es for 250K users' audience, 400+K users' audience (MAU)
- + Worked with LTV, CAC, ARPU, ROAS, Churn rate, and CR as NSM
- + Tier1 markets (5 products in 7 years, from 70% to 100% of the products' audience)
- + Data-driven approach only
- + C1 English, US / Israeli team experience
- + 15 years in marketing

Marketing Cases

2022

- For Xenoss (<https://xenoss.io>):
 - Launched from scratch the full Google Ads campaign (acquisition + remarketing) cycle:
 - Total target audience is around 350K
 - Retargeting based on Website visitors and Blog readers
 - Lookalike audiences only included
 - Improved SEO positions of the website by 20 out of 35 core keywords for the corporate website
 - Performed in-depth omnichannel analytics for acquisition and retention channels with further prioritization of tasks and delegating them to the team members
 - Monthly acquisition budget — up to 5K USD.
- For Anyword (<https://anyword.com>):
 - Improved Conversion Rate from new visitors to new signups from 25% to 49% weekly for AI-based SaaS, with a B2B focus for audience with segments 400K-1M each in Tier1 geo.
 - Reduced CPA above 30% compared to the previous 8 months (via Facebook)
 - Improved CTR and CPC by 35+% in comparison to the last 8 months
 - Got 3x improvement on conversion via SparkAds (TikTok) for audience segments around 400K each, US geo.
 - Scaled up from 4-figures to a 5-figure budget with CR, CTR, CPC, and CPA improvements accordingly in 6 months + improved ROAS from 68% to 120%
 - Developed a full-cycle Marketing Dashboard for tracking CPC, CPA, CTR, MQL, SQL, PQL, ROAS, LTV, and Churn Rate on a weekly/monthly / 6-week attribution window basis for a SaaS product
 - Monthly acquisition budget — 250K USD / month.

2019 — 2021

- For ExpertBox (<https://expertbox.io>):
 - Created funnel for SaaS Business development team, optimizing funnel.
 - Launched Pipedrive chatbot for a website with the conversion funnel.
 - Created 100% of guidelines and documentation for Business Development processes from scratch in SaaS startup + implemented the described flow into practice.

- Held 50+ demo sessions and 30 initial customer discovery calls for reshaping ICPs and helping with pivoting the product
- Acquisition budget — 3K USD / month.
- For ALP.com (<https://www.alp.com/en>) (BTC-Alpha + MØRE Agency):
 - Held 10+ kick-off calls and further follow-ups for paid partnerships that have brought 30 BTC (around \$600K USD in that time) of income for the company.
 - Launched an affiliate program for 250K users of a blockchain-based platform as Head of Business Development.
 - Launched demo trading marketing campaign for promoting a new product on 7 segments of audience with 250K users in total as CMO.
 - Developed a full planning and product marketing metrics approach for the marketing team (15 members) as Head of Product Marketing.
 - Launched a full cycle of qualifying leads, working with requests, and fulfilling projects as CMO in a marketing agency.
 - Upscaled web incoming traffic 3X in 30 days (with Targetologist + Designer) for the blockchain-based trading platform (based on paid acquisition from Facebook + Google Ads) as Head of Product Marketing
 - Acquisition budget — \$50K / month.

Landing Page Creation Cases

2022

- For Xenoss (<https://xenoss.io>):
 - Relaunch of the main services' Landing Pages (design + content)
 - Improved SEO positions of the website by 20 out of 35 core keywords for the corporate website
 - Got 3 new enterprise leads with 40K+ USD average contract each after relaunching LPs.

2019 — 2021

- For ExpertBox (<https://expertbox.io>):
 - Optimizing Landing Pages based on CRO practices
 - Working with WordPress CMS + customized PHP
 - Gaining 50+ demo sessions and 30 initial customer discovery calls in 20 days after new LPs' launch.
- For ALP.com (<https://www.alp.com/en>) (BTC-Alpha + MØRE Agency):
 - Developing LPs and customized design in both Tilda and Wix web constructors
 - Based on these LPs held 10+ kick-off calls and further follow-ups for paid partnerships that have brought 30 BTC (around \$600K USD in that time) of income for the company.
- For Liverpool (local online media) (<https://liverpool.weblum.site/>):
 - Developing LPs and customized design in Weblum constructor
 - Launch of online media for 30K audience in Ukrainian city (Vinnytsia)
 - Full customization and design of all the elements including cover images, blocks, buttons, subscription and feedback forms, etc.
 - Getting 30 new leads for online school and 50 new requests for offline school "Artinov.Dolphin" that was a partner of the project.