

Способы связаться

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ОСНОВНЫЕ НАВЫКИ

Project Management

Marketing

Team Leadership

Languages

English (Full Professional)

Romanian (Elementary)

German (Limited Working)

Certifications

VMware Certified Associate – Cloud
(VCA-Cloud)

Google Analytics for Beginners

Advanced Google Analytics

Veeam Sales Professional (VMSP)

Presentation Skills 101

Honors-Awards

Speaker at GSOM Family Day 2019

Semifinalist of the Leaders of
Russia 2018 national management
competition

Мария (Левкина) Каптелова

Директор по маркетингу | Руководитель маркетинговых
кампаний

Moscow, Russian Federation

Общие сведения

EXECUTIVE SUMMARY

- Energetic marketing leader with several progressively responsible leadership positions in the IT and fintech industries.
- People manager with the demonstrated ability to build high-performing marketing teams with 60 team members across multiple countries (Russia, Europe, the USA, the UK, Singapore.)
- Track record of launching marketing pilots and driving them to maturity (e.g. launching global marketing campaigns with 20K+ registrants.)
- Recognized with multiple best performer awards.
- Know-how of leading and enabling multi-million-dollar revenue growth marketing initiatives in international environments.

CORE COMPETENCIES:

MARKETING DEPARTMENT MANAGEMENT:

Proven experience in building and managing an international team of 60 marketing people from scratch. Drove collaboration between numerous marketing functions spread across Russia, Romania, and the USA.

MARKETING CAMPAIGNS MANAGEMENT:

Proven experience in managing global Lead Generation & Brand Awareness marketing campaigns targeting IT Pros in the SMB & Commercial segments. Led all steps of campaigns – from project estimation & resource allocation to execution & final reporting.

DIGITAL MARKETING:

Comprehensive knowledge and experience in Google & Display Ads, Search Engine Optimization, Email Marketing & Nurturing, Managing Online Communities, Social Media, Blogging & Content Creation.

Опыт работы

Group-IB - Intelligence-driven Cyber Security

Chief Marketing Officer

февраль 2019 - август 2019 (7 месяцев)

Moscow, Russian Federation

Key skills: Marketing department management, leadership, digital marketing, offline marketing, partner marketing, decision-making.

- Drove restructuring of the global marketing team across Russia and Singapore, grew the team from 9 to 20 members what increased its capacity by 3.5x in 6 months.
- Terminated contracts with external marketing agencies, what saved the company dozens of thousands of dollars in 3 months and developed a mid-term competitive advantage.
- Introduced marketing KPIs and a bonus system that showed an almost immediate increase in results in at least 2x across the marketing team.
- Launched new CRMs (Salesforce, Marketo) for marketing & sales teams as well as a partner portal (Salesforce) from a scratch in 4 months what streamlined sales activities and increased ROI by multiple times.
- Automated marketing activities for web, email & paid ads and introduced prospect segmentation & scoring from a scratch in 6 months what resulted in better prospect targeting & personalization and thus increased sales efficiency.
- Introduced a concept of Quarterly Business Reviews (QBR) that ensured a shared perspective and improved executive involvement & alignment.

Platforms used: Salesforce Sales Cloud, Salesforce Partner Relationship Management, Marketo, Google Analytics, Google AdWords.

Amaiz

Chief Marketing Officer

январь 2018 - февраль 2019 (1 год 2 месяца)

Saint Petersburg, Russian Federation

Key skills: Marketing department management, marketing campaign management, digital marketing, offline marketing.

- Drove building of a new international marketing team in Saint Petersburg and London by growing it from 0 to 10+ team members, defined a product positioning for a new mobile-only retail bank targeting the UK market and launched all digital & offline marketing activities from a scratch in 4 months.

- Helped to generate 30K+ high-quality leads in 6 months by launching 5+ successful marketing campaigns in the UK, including an omnichannel beta program.
- Generated an opp-ty pipeline of dozens of thousands of dollars in 6 months through managing all aspects of launched marketing campaigns in the UK – from concept development, planning, budgeting to execution – and utilization of digital (Google & display ads, website, search engine optimization, email, social media, forums, etc.) and offline marketing channels.

Platforms used: Marketo, Google Analytics, Google AdWords, JIRA, Confluence, Pulsar, Salesforce Marketing Cloud, Localytics, AppsFlyer.

Veeam Software

6 лет 8 месяцев

Sr. Manager, Global Marketing Campaigns

февраль 2016 - январь 2018 (2 года)

Bucharest, Romania

Key skills: Marketing department management, marketing campaign management, digital marketing.

- Drove opening of Veeam's new international marketing hub in Bucharest by growing her team from 0 to 40+ team members what increased the capacity of Global Marketing Team by 25% in 18 months.
- Helped to generate 150K+ high-quality leads with marketing ROI 3-4x higher than the company average in 18 months by launching 15+ successful global marketing campaigns and supporting them with her budget of hundreds of thousands of dollars.
- Generated a multi-million dollar opp-ty pipeline – with ROI which is 2x higher than the company average – in 12 months through managing all aspects of launched global marketing campaigns – from concept development, planning, budgeting to execution – and utilization of digital (Google & display ads, website, search engine optimization, email, social media, forums, etc.) and offline marketing channels.
- Became a part of Veeam's high-potential development program, Women in Green.

Platforms used: Salesforce, Google Analytics, Google AdWords, HootSuite Enterprise, Marketo, Avionics, SharePoint, JIRA, Confluence, WordPress.

Manager, Global Digital Marketing

октябрь 2012 - февраль 2016 (3 года 5 месяцев)

Saint Petersburg, Russia

Key skills: Influencer marketing, social media marketing, blogging.

- Managed to raise the brand awareness by 15% and grew the number of external blog posts about Veeam by 2.5x times by becoming a go-to person at the company for 600 third-party influencers worldwide in 24 months.
- Attracted 150K+ readers and increased product downloads from the Veeam blog by 4x by publishing top 5 best performing posts in Veeam's history.
- Increased Veeam's follower base across major global social media (Facebook, Twitter, LinkedIn, Google Plus, YouTube) and technical communities (Reddit, Spiceworks, Experts Exchange) to 160K+ users in 24 months through establishing Veeam's presence and building the corresponding processes.

Platforms used: Salesforce, Google Analytics, HootSuite Enterprise, WordPress, JIRA, SharePoint.

Conferences: Spiceworld 2013 (Austin), 2014 (London, speaker); VeeamON 2014, 2015 (Las Vegas.)

Email Marketing Specialist, Corporate Digital Marketing

июнь 2011 - октябрь 2012 (1 год 5 месяцев)

Saint Petersburg, Russia

Key skills: Email marketing & its performance optimization, copywriting, user database segmentation.

- Increased average email open and click rates for NA, ANZ, and ASIA users by 2.5 times in 12 months by changing the approach to database segmentation, re-design of ecards and landing pages as well as running 100+ A/B tests.
- Helped to launch the first 10+ email nurturing tracks from a scratch by integrating Salesforce and Marketo and applying email marketing best practices, what resulted in hundreds of potential customers becoming ready to purchase the product.

Platforms used: Marketo, Salesforce, Google Analytics, Redmine.

KONE

Project Manager Associate

июнь 2010 - декабрь 2010 (7 месяцев)

Brussels Area, Belgium

6 months internship in KONE headquarters during studies in the business school.

Microsoft

Associate

сентябрь 2008 - май 2009 (9 месяцев)

Saint Petersburg, Russian Federation

Microsoft Student Partner program – 9 months internship during studies to become a system engineer.

FORCE Technology

Software Developer

июль 2007 - декабрь 2008 (1 год 6 месяцев)

Saint Petersburg, Russian Federation

Software design, development, and maintenance.

Technologies used: Visual Studio, C#, ASP.NET, ADO.NET, XML, HTML, and CSS.

Образование

Saint Petersburg State University, Graduate School of Management
Master, International Technology and Innovation Management, International
Technology and Innovation Management · (2009 - 2011)

Saint Petersburg International Institute of Management
Project Management · (2014 - 2015)

Lappeenranta University of Technology, Business School
Master, International Technology and Innovation Management, International
Technology and Innovation Management · (2009 - 2011)

Saint Petersburg State University, Department of Mathematics &
Mechanics
Specialist, System Programming, Software Development, Mathematics,
System Programming, Software Development, Mathematics · (2004 - 2009)

Physical and mathematical lyceum 30
Physics, Mathematics, Software Development, Languages · (2000 - 2004)