

## Способы связаться

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## ОСНОВНЫЕ НАВЫКИ

Marketing Communications

Market Research

Project Management

# Evgeniya Bondareva

Head of Product Marketing – Group-IB  
Moscow Region, Russian Federation

## Опыт работы

Group-IB - Global Cyber Security Company  
Head of Product Marketing  
июль 2016 - август 2019 (3 года 2 месяца)  
Москва, Россия

Working in fast-growing company and challenging environment I established a number of marketing, reporting and automation processes to contribute to company efficiency. Conducted full cycle of B2B marketing activities to promote Group-IB products and services, generate leads and support sales in both Russian and international markets. Was involved in hiring and onboarding processes, had 3 direct reports.

### Product marketing:

- conducted competitor and market analysis
- in collaboration with technical, sales, business development defined new product messaging
- created marketing materials – landing pages, presentations, videos, leaflets, use cases
- supported sales process, created new sales tools to cover all customer journey stages
- identified opportunities for growth

### Marketing automation:

- led marketing automation project within new CRM implementation
- initiated and managed contact database segmentation and update project
- set up best practices for lead tracking

### Digital promotion:

- found and activated new channels for digital promotion
- launched and managed lead generation campaigns
- initiated webinars and managed the whole process: topic, presentation, invitations, promotion
- optimized webinars workflow, gained double-digit growth in number of participants
- re-built email marketing, created and managed all email campaigns

- acted as project manager for other digital projects - SEO, paid search, Google Analytics

Event management:

- developed event strategy, including budgeting
- organized CyberCrimeCon for 3 years in a row - agenda, top speakers, sponsors, promotion. In 2018 we and achieved record within 1500+ participants - 2018.group-ib.com
- organized own live events for clients and partners – education seminars, business lunches
- coordinated company participation at third-party events - booth, speaking slot, results tracking
- presented Group-IB offering to potential customers, generated leads who then successfully converted into sales

## Kaspersky Lab

### Channel Marketing Manager

октябрь 2014 - май 2016 (1 год 8 месяцев)

Worked in diverse international environment with key and unmanaged partners network in Emerging Markets division (Latin America, Africa, the Middle East, Eastern Europe)

### Channel Marketing Manager

- implemented enhancements for partner program systems, including channel communications, partner portal, deal registration, partner incentives
- launched, promoted and controlled sales enablement program
- drove the adoption of the program internally with channel team
- developed and hosted webinars for partners and local team via Webex
- conducted channel research and identified key areas for improvements
- initiated and managed top resellers award production and delivery
- handled all the channel communications

### Channel Marketing Specialist

- worked on channel strategy and Partner Program development
- developed and distributed channel communications to partners including monthly newsletter, promo campaign announcements, Partner Magazine
- updated partner portal including channel news, promo campaign landing pages, partner selling tools, training
- created a new reporting system to measure the communication effectiveness

#### Intern

- conducted telemarketing project for inactive resellers in Africa
- managed key partners satisfaction survey
- analyzed and presented results

#### Unilever

Intern in marketing department

февраль 2014 - август 2014 (7 месяцев)

Supported and executed brand building activities for Clear, Toni&Guy, Timotei

- prepared National Promo Campaign concept for Timotei
- prepared and controlled BTL activation for Toni&Guy
- presented Clear brand for internal audience
- conducted market analysis, supported budgeting process

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## Образование

National Research University - Higher School of Economics

Brand management · (2015 - 2015)

Российская Таможенная Академия / Russian Customs Academy

специалист/specialist, Мировая экономика/World Economy · (2010 - 2015)