

LADA GOLOVINA

Head of Digital Marketing Manager

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SUMMARY

A leading digital marketing professional with 5 years of experience specializing in building marketing strategies from the ground up for B2B companies. Experienced in various industries with strong skills in analytics and data-driven strategy development.

PROFESSIONAL EXPERIENCE

Head of Digital Marketing

July 2023 - June 2024

DoneHQ (Chicago, USA)

- Digital agency specializing in the development, design, and implementation of SCRUM and Agile processes for marketing teams.
- Built the company's marketing from the ground up: created strategy, positioning, branding, messaging, CJM, and website, and packaged products.
- Increased organic traffic by 28% for a healthcare client through SEO.
- Increased overall traffic by 80% for a fintech client (CFRA, formerly S&P) through SEO and Google Ads.
- Reduced time-to-market by 50% by building processes in the marketing department.

Senior Digital Marketing Manager

January 2023 - June 2023

DarwinApps (Reston, VA, USA)

Digital marketing agency specializing in Drupal, custom designs, and analytics.

- Developed the agency's promotional strategy, shaped positioning, and set up lead generation through Clutch from scratch.
- Reduced CPC on LinkedIn Ads from \$19 to \$1 in 2 months.
- Increased CTR to 8% on LinkedIn Ads.
- Doubled the number of leads from Clutch.
- Achieved a 5% conversion rate on leads.

Head of Digital Marketing

April 2022 - January 2023

ProfitRooms (Samara, Russia)

A large network of premium co-working spaces and commercial real estate rentals across the country.

- Coordinated the marketing department, collected analytics, and made strategic decisions based on data.
- Doubled the number of leads through SEO and Yandex Direct.
- Reduced the cost per lead by 80% by optimizing the sales department's operations.
- Attracted large clients (Nestle, Ozon, S7) through email marketing.
- Organized 7 offline events with guest speakers.

Marketing Lead

July 2020 - February 2022

ICBcom (Moscow, Russia)

The largest manufacturer of manufacturing equipment and software developer in Russia and the CIS, a competitor of Honeywell Elster Group GmbH.

- Increased the average check by 300%.
- Increased company turnover by 500% in 2 years.
- Launched 4 new complex products.
- Participated in a research paper to apply for a government grant, winning \$230 million.
- Attracted the largest bank in Russia as a client.

Digital Marketing Specialist

March 2020 - July 2020

Viktor & Co (Samara, Russia)

The largest real estate development company for commercial leasing and residential sales.

- Built and implemented a promotion strategy for a new residential complex in Samara.
- Increased traffic to the site fivefold in 4 months through Yandex Direct, Google Ads, and SEO.
- Increased the number of leads by 400% with VK ads and Facebook Ads.
- Implemented a convenient apartment search solution on the site, increasing the time spent on the site by 10%.

EDUCATION

International Journalism. Bachelor. Saint Petersburg State University, Saint Petersburg, Russia

CERTIFICATES

- Digital Marketing, Geek Brains & Convert Monsters (2020)

- Targeting Ads, TexTerra (2021)
- Marketing for Business, Visotsky Inc (2022)
- CRM Marketing, Bitrix24 (2022)
- Technical SEO, Skillbox & Ingate (2023)

LANGUAGES

Russian, English, Spanish, French

SKILLS

Digital Marketing, Online Marketing, Web analytics, CustDev, Product marketing, PPC, B2B, Market Planning, SMM, SEO, Marketing Management, Growth Marketing