

Product Marketer with 10+ years across mobile apps, games, consumer and developer technology, working across global markets and multi-country products. Strong in positioning, GTM, customer insight, product adoption, and turning complex products into clear value for both end users and partners. Frequent traveler to 70+ countries, with a strong personal interest in travel products and connectivity.

Selected Achievements

- Led positioning, messaging, and GTM for 5+ new products, features, and major initiatives across global markets, defining target audiences, value proposition, launch strategy, channels, success metrics, and post-launch optimization
- Owned product marketing across 10+ consumer, mobile, and developer-facing products, working across global markets and aligning Product, Growth, Analytics, ASO, Creative, Communications, Partnerships, BizDev, Operations, and Leadership
- Reworked onboarding for a complex technical product around clearer customer value and user needs, increasing conversion by 30%
- Built product decks, pitches, and partner-facing materials for Samsung, LG, Xiaomi, Huawei, Disney, and NatGeo, helping secure stronger launch conditions and expand planned distribution by 40%
- Led dozens of customer, audience, market, and competitor studies, turning findings into customer segments, positioning, product recommendations, launch decisions, and growth priorities
- Turned ad-hoc product marketing testing into a structured experimentation system across positioning, audiences, product concepts, messaging, and creatives, enabling 100+ tests annually, increasing testing velocity by 3×, and improving top-performing metrics by up to 3×
- Rebuilt early-stage product validation around market, audience, competitor, and performance signals, making assessment 3× more accurate, 4× cheaper, and 5× faster before larger investments
- Reduced marketing costs by 50% while maintaining effectiveness by reviewing channel performance and shifting resources toward higher-impact activities
- Built repeatable launch and post-launch processes connecting positioning, channel plans, KPIs, customer feedback, and experiment learnings, helping Product and Marketing teams improve launches over time
- Led product marketing for consumer and developer-facing technology, translating complex capabilities into clear value for end users, business partners, and other customer segments
- Built AI-assisted workflows for research, competitor analysis, content preparation, hypothesis expansion and prioritization, and repetitive marketing tasks

Work Experience

2022 - 2026 | Product Marketing Lead / Senior PMM | **G5 Entertainment** (mobile & desktop games)

2021 - 2022 | Product Marketing Owner | **SberDevices** (developer & consumer technology)

2016 - 2020 | Product Marketing Manager | **Yandex LLC** (consumer technology, software & hardware)

2014 - 2016 | Lead Marketing Manager | **RJ Games** (mobile & social games)

2012 - 2014 | Marketing Manager | **Wyse Games** (mobile & social games)

Relevant Expertise

Product Marketing · Positioning & Messaging · Go-to-Market · Product Launches · Customer & Market Research · Competitive Intelligence · Product Adoption · Lifecycle Marketing · Partnerships · Sales Enablement · Mobile Apps · Global Markets · B2C & B2B/B2C · Product Validation · AI & Automation · Cross-functional Leadership