

Product Marketing Lead with 10+ years of experience in tech, entertainment, and gamedev.

Turns market, customer, competitor, and performance insights into go-to-market strategy, product positioning, and measurable growth initiatives. Very passionate too.

Skills & Achievements

- Lead the Product Marketing function and **manage a cross-disciplinary team** of Product Marketing, Survey, Market Intelligence and Design specialists, building ownership-driven workflows
- Designed positioning, messaging, and GTM strategies for **5+ first launches, new product features, and numerous key initiatives** across tech, entertainment, and gaming products
- Led **dozens of market, audience, and competitor studies**, turning insights into product positioning, GTM, creative strategy, audience targeting, and growth initiatives
- Built and implemented a product validation framework that made early-stage opportunity assessment **3x more accurate, 4x cheaper, and 5x faster**, enabling data-driven investment decisions across new product initiatives
- Defined and prioritized marketing hypotheses within a scalable experimentation framework, enabling a lean product marketing team to run **100+ product, creative, and audience tests annually**
- Delivered measurable impact across projects: e.g. **50% marketing cost reduction** while maintaining effectiveness, **3x CTR uplift** on top-performing creatives, and **20% YoY** organic traffic growth with zero budget
- Turned Product Marketing into **a trusted decision-support function** for numerous teams, providing Product, UA, Creative, ASO, Support, Leadership and other teams with insights and frameworks for faster, more confident business decisions
- Streamlined product marketing workflows, cutting project time by **up to tens of hours** and increasing delivery speed **up to 3x** without quality trade-offs
- Mentored **60+ marketing students** and junior professionals in product marketing and management

Work Experience

2022 - present | Product Marketing Lead / Senior Product Marketing Manager | **G5 Entertainment**
(free-to-play games publisher & developer)

2021 - 2022 | Product Marketing Owner | **SberDevices** (IT-corporation subsidiary)

2016 - 2020 | Product Marketing Manager | **Yandex** LLC (IT-corporation)

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

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

Education

2019 | Emory University | Meaningful Marketing Insights

2015 | Management of organization | Moscow State University of Economics, Statistics and Informatics

2010 | Marketing | Capital Business College