

# Sinichkin Aleksey

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## SUMMARY

Accomplished digital marketing executive with extensive and verifiable track record. Established as a results-oriented growth catalyst and multi-faceted leader looking for new career opportunities for self-development and growth as a senior marketing leader

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## WORK EXPERIENCE

03/2018 - 01/2019

### **Head of Marketing and Business Intelligence, Trueflip.io, Moscow**

Achievements:

- Developed and executed go-to-market strategy driving more than 150% revenue growth with affiliate program launch, direct marketing fueled by data, media buying campaigns and social media marketing
- Developed P&L model with 3-way (positive\realistic\negative) growth forecast
- Deployed business intelligence infrastructure with Vertica\Talend\PowerBI stack from scratch. As a result, every piece of P&L and company performance indicators were available in all kind of visualization options

07/2016 – 04/2018

### **Senior Marketing Project Manager, Ostrovok.ru, Moscow**

Achievements:

- Fully reworked direct marketing for both B2C and B2B businesses leading ESP development, implementing automated triggering newsletters resulting in more than 25% revenue growth
- Co-lead go-to-marketing strategy for a new international brand leading CRM marketing deployment
- Led affiliate program global relaunch deploying complex anti-fraud system decreasing costs for the channel by more than 30% and providing steady revenue growth for otherwise stagnating channel

09/2012 – 02/2015

### **Head of Marketing, Travelata.ru, Moscow**

Achievements:

- Championed marketing and sales for nearly 3 years pushing a startup of five people to the biggest company in its segment.
- Massively contributed into A and B investment rounds introducing Travelata growth strategy, past performance data and major P&L model contribution
- Led mobile application launch from idea to execution to marketing resulting in top-1 app in its category
- Led internal business intelligence platform development, aggregating customer data from the first visit to recurring sale. Managed analytical department

### **Worked as Marketer\Analyst at different companies**

- Developed affiliate program for one of the biggest financial companies driving 20% YoY growth
- Formed fund-raising deck for edtech startup and together with CEO successfully pitched directly to German Gref sealing Sberbank handshake deal for corporate platform development
- Managed advertising and analytics for Microsoft campaigns in Russia
- Developed affiliate program for US-focused online dating business

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## EDUCATION

2004 - 2008

**Bachelor Degree of Business-Informatics**, Russian Academy of National Economy and Public Administration under the President of the Russian Federation