

Sinichkin Aleksey

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SUMMARY

Accomplished management 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

WORK EXPERIENCE

09/2019 - currently

Head of Digital Marketing @ Youla, Mail.ru Group, Moscow

Achievements:

- Executed digital marketing strategy driving product into top-10 most downloaded mobile application in Russia in 2020Q1 (Android + iOS consolidated). More than 95k daily installs (+40% YoY)
- Led 360 go-to-market campaign for 3 separate regions
- Championed digital marketing team of 10+ managers and specialists

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, inbound marketing fueled by data, targeted media buying campaigns and social media marketing
- Developed P&L model with 3-way (positive\realistic\negative) growth forecast and every KPI decomposed
- 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

Head of B2B Marketing Ostrovok.ru, Moscow

Achievements:

- Fully reworked inbound marketing for both B2C and B2B businesses leading ESP development, implementing automated triggering newsletters, co-leading content marketing relaunch.
- Co-lead go-to-marketing strategy for a new international brand leading CRM marketing deployment
- Led affiliate program relaunch in RU 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
- Directly managed a wide team of marketers, analysts with total headcount of 15, indirectly managed product and sales team

Worked as Marketer\Analyst at different companies

- Developed affiliate program for one of the biggest financial companies

- driving 20% YoY growth
 - 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