

Anastasia Fialko
Chief Marketing Officer

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SUMMARY

Chief Marketing Officer with 12 years of experience in software, Fintech and IT sectors. Increased app downloads by 25%, social media engagement by 70%, and website traffic by 5x. Led 20+ real estate campaigns, exceeding sales targets by 85%. Reduced marketing costs by 40% and boosted sales by 15% during COVID-19. Skilled in digital advertising, and team leadership.

PROFESSIONAL EXPERIENCE

Head of Marketing

Apr 2024 - to present

Aigenis, Belarus, Minsk

Investment company in Belarus targeting B2B and B2C audiences, specializing in simplification and popularization of financial instruments.

- Worked with the team to conduct market research and co-developed a brand platform increasing the trust of the audience.
- Implemented a website redesign, improving customer interaction.
- Promoted the "Aigenis Invest" mobile app, resulting in a 25% increase in downloads.
- Achieved a 70% increase in social media followers and attracted 1,293 new community members.
- Increased the volume of securities transactions by 25% and expanded brand recognition through media platforms.

Head of Marketing

Jan 2023 - Apr 2024

PieSoft, Belarus, Minsk

PieSoft: A Pennsylvania-based company with 12 years of experience, delivering innovative and human-centered technology solutions with empathy and integrity.

- Developed a marketing strategy and implemented SEO optimization, resulting in a fivefold increase in qualified visitors.
- Launched an advertising campaign, increasing leads from 1 to 15 per month.
- Achieved top-10 positions for target keywords and improved website conversion by 30%.
- Implemented KPI tracking systems, enhancing process management by 25%.
- Expanded the target audience by 15% through market segmentation and personalized strategies.
- Optimized website UX, reducing bounce rate from 65% to 29% and increasing time on site by 40%.

Head of Marketing

Jan 2022 - Dec 2023

A-100 Development, Belarus, Minsk

A largest developer of residential and commercial real estate in Belarus.

- Successfully launched marketing campaigns for over 20 real estate projects, maintaining steady buyer interest.
- Achieved 85% of sales targets during the crisis through effective marketing efforts.
- Adapted marketing strategies to counteract the reduced effectiveness of traditional media and a 40% budget cut.
- Developed online presentation formats and virtual events, expanding audience reach while reducing costs.
- Organized premium events for clients and partners, exceeding contract goals by 100-200%.
- Strengthened team and partner loyalty, maintaining nearly the entire marketing team during the crisis period.

Head of Marketing

Mar 2019 - Dec 2021

Skvirel Group, Belarus, Minsk

Belarusian retail company of premium segment, specializing in the sale of interior items, luxury tableware and accessories, cooperating with global brands.

- Transformed Instagram and the online store into major sales channels, driving record sales during the 2020 holiday campaigns and increasing engagement.
- Reduced the marketing budget by 40% through optimization and partnerships, maintaining effectiveness and reach.
- Launched remote consulting services during COVID-19, increasing sales by 15% through new digital channels.
- Increased team productivity and motivation, ensuring successful project execution even under budget constraints.

EDUCATION

Belarusian State Economic University, Bachelor's degree, Marketing, 2015.

CERTIFICATES

Personal Branding Course by Skillbox, 2023.

Project Management Course by IT-Shag, 2019.

ICF Coach (Erickson) coaching training, currently in progress.

LANGUAGES

Russian: Native, Belarusian: Native, English: Upper-Intermediate

SKILLS

Marketing Strategy, Performance Metric, ROI, Market Research, Brand Strategy, SEO, Digital Marketing, Social Media Promotion, Content Marketing, KPI Tracking, Crisis Management, Lead Generation, UX/UI Optimization, Budget Optimization, Partnership Development, Performance Analysis.