

Anna Grabiec
Product Marketing Lead

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SUMMARY

Dynamic Product Marketing Lead with 10+ years of experience in B2B and B2C marketing, product development, and campaign management across SaaS, IaaS, and AI sectors. Skilled in launching and scaling products through targeted go-to-market strategies, comprehensive market research, product positioning, digital marketing, and multi-channel campaigns. Proven success in enhancing product visibility and customer engagement in global markets, including DACH, CIS, and APAC. Known for building strategic partnerships, advancing brand positioning through PR and promotional strategies, and developing high-impact content. A results-oriented leader, passionate about crafting value propositions that ensure product-market fit and drive measurable growth.

TECHNICAL EXPERTISE

Project Management: Asana, Trello, Jira, Notion, Microsoft Project

Collaboration Tools: Confluence, Microsoft Teams, Miro

Design & Graphics: Figma, Adobe Photoshop, Adobe Illustrator, Canva

Data Analytics & Reporting: Google Analytics, Tableau, Power BI

Marketing Platforms: Hubspot Marketing Hub, Semrush, Google Search Console

Paid Advertising: Google Ads, Facebook Ads, YouTube Ads

CORE COMPETENCIES

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|------------------------------|--------------------------------|-----------------------------|----------------------------|
| • Product Marketing Strategy | • Product Lifecycle Management | • Go-to-Market Strategy | • Stakeholder Management |
| • B2B & B2C Marketing | • Digital Marketing | • Product Value Proposition | • Team Leadership |
| • Market Research & Analysis | • Campaign Management | • New Product Launch | • Creative Problem-Solving |

WORK EXPERIENCE

Gcore, Edge and Cloud Solutions for Media & Entertainment

Luxembourg, Luxembourg

Product Marketing Lead

10.2021 – Present

- Developed and executed go-to-market strategies for eight innovative AI, IaaS, and PaaS products, attracting a new cohort of self-registered users who contributed €500K in revenue within the first year post-launch. Supported an overall revenue of €20M
- Enabled sales and marketing teams (5+ members) with product pitch decks, buyer personas, and educational sessions
- Led product launch marketing campaigns, including lead generation, demand generation, PR, influencer collaborations, and paid content, while conducting joint initiatives with partners like Nvidia and Graphcore
- Managed the creation and launch of landing pages and website content while developing case studies, blog posts, e-books, promotional videos, influencer campaigns, product pages, and various marketing materials
- Crafted clear product messaging and positioning to articulate value propositions and differentiate market offerings
- Conducted competitive analysis and customer intelligence reports that informed product and marketing strategies
- Managed relationships with key analysts for reports and certifications (e.g., IDC MarketScape, Gartner Hype Cycle, Cloud Native Foundation Certifications), enhancing brand credibility and market positioning

Jivo, SaaS Solutions for Business Messaging

Moscow, Russia

Product Marketing Manager

12.2020–12.2021

- Developed and executed targeted marketing strategies across 5 markets that aligned product features with customer needs and market demands
- Designed and optimized multi-channel digital marketing campaigns (e.g., email marketing, social media advertising, content marketing), enhancing brand visibility and generating qualified leads through targeted outreach
- Managed digital platforms and content, ensuring cultural relevance across European markets through the localization of messaging content
- Measured and reported on marketing performance, setting and achieving ROI and KPI targets (e.g., CAC, MRR, CLV, NPS, and engagement metrics) to drive continuous improvement and strategic decision-making
- Collaborated with cross-functional teams (sales and product development), key stakeholders, and senior management
- Oversaw marketing budget management of €300k and cultivated relationships with key external partners

Bonusway, Digital Cashback Solutions for eCommerce

Helsinki, Finland

Country Lead

06.2016–06.2018

- Executed marketing strategies for the CIS region, growing the user base from scratch
- Led product development (e.g., cashback, loyalty programs, and promotional campaigns) from planning to implementation, successfully launching new offerings tailored to local market demands
- Localized messaging and executed promotional strategies to boost customer engagement and cultural relevance
- Conducted market research to identify trends and user needs, refining operational strategies for targeted campaigns
- Collaborated with international marketing teams to align marketing efforts and improve project outcomes

3Z, Ophthalmology & Medical Services

Moscow, Russia

Marketing Manager

03.2013–06.2016

- Developed and implemented multi-channel marketing strategies to promote Eye Clinic 3Z
- Led digital marketing initiatives, including SEO, SEM, social media, and email campaigns, while managing a marketing budget to optimize performance and achieve an ROI of 7%
- Managed the creation of marketing content for various online platforms (e.g., website, social media, paid advertising)
- Conducted market research and analysis to identify trends and monitor competitors, informing strategic decisions
- Collaborated with sales and medical teams to boost patient acquisition and retention, expanding the client base by 15%
- Built strong relationships with vendors, agencies, and media while organizing events and outreach programs to enhance clinic visibility and foster community engagement

QUALIFICATION

Kuban State University

Russia

Bachelor's Degree in Marketing and PR

2011

Languages: English (Fluent), Polish (Advanced), Russian (Native)