

Anna Shubina
Product Marketing Manager

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SUMMARY

Product Marketing Manager with 3 years in product management and 7 years in marketing. Launched 2 web products, doubling client growth and improving team performance. Led cross-functional teams, reducing time-to-market by 40%. Expertise in growth strategies, lead generation, user engagement, and brand positioning, driving increased conversions, customer retention, and LTV. Optimized marketing channels and campaigns, significantly boosting ROMI and sales.

PROFESSIONAL EXPERIENCE

Product Owner

Jul 2021 - Sep 2024

Alfa-Bank, Russia

One of Russia's largest private banks, offering a wide range of financial services for individuals and businesses, analog is company Wise.

- Developed and launched 2 major web products, doubling organic client growth.
- Implemented a personalized website interface, boosting engagement and conversion rates.
- Launched an online brokerage application, increasing conversion from visitors to clients.
- Streamlined development processes, reducing time-to-market by 40%.
- Focused the team on business priorities, managing expectations of 10+ stakeholders.
- Led 2 product managers with separate development teams.

Senior Marketing Manager

Apr 2020 - Jun 2021

VK, Russia

The largest social network in Russia and the CIS, offering services in social media and online communication, analog is Facebook.

- Scaled the lead generation channel and expanded the campaign launch team to 5 managers.
- Optimized the marketing mix of lead generation campaigns, ensuring the profitability of marketing investments.
- Launched gamification mechanics in lead generation funnels, increasing conversions up to 40%.
- Streamlined landing page and campaign development processes, doubling the campaign preparation speed.
- Attracted top speakers, influencers, and experts in IT, leadership, and mentoring.
- Designed a mobile app to drive mobile traffic into lead generation funnels.

Digital Marketing Manager

Jul 2018 - Apr 2020

Biglion, Russia

A major Russian platform offering discounts and coupons for various products and services, analog is Groupon.

- Identified target audience segments, adapted the platform's USP, implemented interface and marketing changes, increasing LTV.
- Led a machine learning team to enhance offers and the platform's USP.
- Streamlined cross-functional processes, improving communication, content quality, and user engagement.
- Developed a marketing plan for Frendi's rebranding and launch.

Senior Marketing Manager

Mar 2018 - Jun 2018

Freshbroccoli, Russia

A Russian online store offering eco-friendly and organic products with home delivery, analog is company HelloFresh.

- Conducted a deep analysis of the service's customers and proposed a segmentation approach.
- Developed a communication plan and suggested a mix of marketing channels to increase retention, LTV and average order value.

Senior Marketing Manager

Feb 2014 - Feb 2018

Korablik & Otto Group, Russia

A Russian retail chain specializing in children's goods, analog is Toys"R"Us, & a leading German company operating in e-commerce, logistics, and financial services.

- Digitized the distribution of printed materials, reducing marketing expenses by 30-40%.
- Launched a CPA project with installment and cashback options, increasing sales and purchase frequency.
- Implemented omnichannel marketing projects, boosting sales volume and customer loyalty.
- Optimized collaboration with agencies, improving the quality of marketing services.
- Developed a promotion strategy for private label brands, increasing their sales.

EDUCATION

The Russian Presidential Academy of National Economy and Public Administration, Specialist, Marketing, 2015.

LANGUAGES

Russian: Native, English: B2, Spanish: A1

SKILLS

Product Marketing, Growth Marketing, Lead Generation, Marketing Strategy, Customer Segmentation, Omnichannel Campaigns, Stakeholder Management, Team Leadership, CRM Platforms, Conversion Rate Optimization, Gamification, Brand Positioning, Data Analysis.