

KATHERINE NELIDOVA

PRODUCT MARKETING MANAGER

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 Bangkok, Thailand

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PROFILE

An articulate and adaptable marketer, passionate about creating compelling stories and translating product features into messages that convert. Proven record of delivering success across a broad range of metrics within start-ups and established companies.

SKILLS

- **Industry Knowledge:**

Product Marketing, Product Launch, Product Strategy, Key Performance Indicators, Market Analysis, Competitive Analysis, Business Development

- **Technical Skills:**

Hubspot, Confluence, Productboard, Monday, Favro, Wordpress, CarrotQuest, Mailchimp.

- **Soft Skills:**

Communication, Leadership, Problem-Solving, Teamwork, Vision

EXPERIENCE

PRODUCT MARKETING MANAGER

SplitMetrics, SaaS

05/2021 - 01/2023

- Managed cross-functional teams of product managers, CFT's and designers. Successfully executed the 'go-to-market' launches of new feature releases including AI-driven platforms dedicated to Apple Search Ads optimization (Apple Search Ads official partner) and mobile A/B testing.
- Developed GTM assets and ensured full compliance with Apple guidelines:
 - sales enablement content (sales pitch decks, vision pitches, product spotlight pitch decks, thought-leadership articles, how-to product guides);
 - marketing collateral (product-oriented and promo landing pages, whitepapers and benchmark reports, email newsletters, copies for award applications, copies for paid ads).
- Conducted competitive market research to:
 - identify trends and form the GTM strategy for the MVP of the company's new flagship product;
 - working and communicating with sales and customer-facing teams to drive customer growth and retention.

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PRODUCT MARKETING MANAGER

EDUCATION

MASTER OF ART

Territorial Analysis and
Management: Planning, Governance,
and Territorial Leadership

Universitat Rovira i Virgili
2015 - 2016

SPECIALIST

Social and Economic Geography
Lomonosov Moscow State University
2008 - 2013

- Managed website redesign during rebranding including updating copy, and working with designers for the new product vision. This resulted in a +220% brand traffic and +45% in brand searches.
- Created and implemented workflow within the Hubspot dashboard, with metrics measuring the effectiveness and success of product launch assets and activities.

PRODUCT CONTENT WRITER (FREELANCE)

UXPressia, SaaS

07/2021 - 12/2022

- Building customer journey maps, impact maps, and customer profiles for different businesses in various industries, including SaaS, retail, mobile gaming, city administration, governmental services and hospitality.
- Delivering thought-leadership and product-oriented content for inbound marketing strategy.
- Creating video educational guides on the platform features and UX.

SOCIAL MEDIA & CONTENT MARKETING MANAGER

RAV Vast, e-commerce
09/2019 - 01/2021

- Working directly with CMO, designed and executed go-to-market strategy for the new company products, resulting in:
 - 3X increase in the company's turnover with ROMI > 2500% in 6 months;
 - 6.5% increase in lead conversion to sales rate in 6 months;
 - 60% growth of the company's net profit (with the promos and offers decreased);
 - 50% sales flow increase in 3 months.
- Collaborating with the Head of Marketing in designing customer profiles, creating and testing sales funnels for different audience segments.

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- Creating collateral for promo campaigns (emails, website popups, intercom messages, landing pages, blogs, posts, paid ads) for various SM and marketing channels.
 - Managing SM accounts (FB, IG & Twitter) creating content and managing activities (challenges and giveaways) bringing 45% growth in the number of followers in 7 months.
 - Changing 'the voice' of the brand via copy for website pages, SEO-optimized blog posts and descriptions for product pages, increasing traffic by 23% in 5 months.
 - Managing processes and production for photo & video media.
 - Data analysis (Google Analytics, Facebook Insights) for future strategies.
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SOCIAL MEDIA & CONTENT MARKETING MANAGER

Potent Organics, e-commerce

04/2018 – 12/2019

- Promoting multiple brands on the e-commerce market: Potent Organics (dietary supplements), Crafts&Colors (arts and crafts goods), Benicci (home supplies) via SM and marketing channels (including brand website, Amazon).
 - Delivering materials for marketing and sales activities such as email copy, product listings, whitepapers, ebooks, SEO-optimized blog posts.
 - Consulting on website re-design for Potent Organics & Crafts&Colors brands: re-structuring, SEO-optimizing and re-design.
 - Producing client testimonial videos and managing product photo/video shoots.
 - Administating online communities to engage customers, leveraging influencers and acquiring brand ambassadors. Resulting in community growth by 15% in 3 months.
 - Hiring, onboarding, training and supervising a Junior SM Manager and 3 assistants.
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