

Способы связаться

www.linkedin.com/in/kirill-shchegolev-a391aa306 (LinkedIn)

Основные навыки

B2B-маркетинг

b2c

Маркетинговые исследования

Languages

Английский (Professional Working)

Kirill Shchegolev

CMO | Head of Marketing | B2C & B2B Expert | iGaming & Digital Growth Strategist

Кипр

Общие сведения

Hi, I'm a marketing leader with 11+ years of experience in building and scaling digital products — from early-stage startups to large corporations. I specialize in product marketing, growth, and performance strategies across B2B, B2C, EdTech, iGaming, and high-risk sectors.

Over the years, I've launched multiple products from scratch in the CIS, Russia, and global markets. I've worked hands-on and built teams, shaped strategy and implemented tools — all with a sharp focus on measurable results.

Industries I've worked in:

iGaming | EdTech | B2B | B2C | High-Risk Products (Worldwide)

What I bring to the table:

- ✓# Product Marketing & GTM Strategy
- ✓# Cross-channel Analytics (Web, BI, Customer Journey, P&L)
- ✓# Market Research, SWOT, CustDev
- ✓# Deep expertise in paid & organic channels: PPC, SEO, ASO, CRM, CPA, Influence, PR
- ✓# UX/UI, website prototyping, marketing funnel design
- ✓# Copywriting, brand positioning, USPs
- ✓# Tools & tech: Telegram bots, PPC setups, analytics dashboards
- ✓# Hands-on AI use in marketing
- ✓# Team building: hiring, mentoring, leadership development
- ✓# Public speaker and mentor in team culture

Soft skills that drive my success:

- ✓# Strong communication & stakeholder alignment
- ✓# Critical thinking & structured approach
- ✓# Focused, adaptable, and solution-oriented
- ✓# Known for turning chaos into structure

Let's connect if you're building a bold product and need a CMO or marketing strategist to drive growth and results.

Telegram: @petsofat

Опыт работы

iGaming (NDA)
CMO
сентября 2024 - Present (1 год 3 месяца)

Alfaleads
Head of Marketing
марта 2023 - сентября 2024 (1 год 7 месяцев)
Head of Marketing @Alfasearch (igaming)
SEO
ASO
Media Buying
Product Marketing
Research
Analytics

Alfasearch
Head of Marketing
марта 2023 - сентября 2024 (1 год 7 месяцев)
Сербия

html academy
Head of Marketing
ноября 2021 - марта 2023 (1 год 5 месяцев)
Санкт-Петербург, Россия

Responsibilities:

Creating and adjusting the marketing strategy based on the company's goals
SWOT analysis
Working with channels: PPC, email marketing, influencer marketing, CPA networks
Monthly budget planning
Developing marketing funnels
Managing contractors, setting tasks, and control

Finding growth points, formulating hypotheses and validating them
Audience and competitor research
Starting A/B, MVT-tests,
Building a multi-level reporting system
Regular analysis of key product and performance metrics (CPL/CPO, CAC, CR, LTV, ROMI, AOV)
Evaluating channel effectiveness through cohort analysis and being responsible for results/budget
Working on websites (USP, UX/UI, content, funnel)

Team Management:

Building a team: search, hiring, onboarding, training, motivation (17 specialists)
Assigning tasks for development, analytics, and content teams
Constant cross-team collaboration with the sales department (brainstorming, planning, results checking)
Conducting regular team brainstorming sessions
Team management (weekly syncs and retros, planning meetings, 1-1, quarterly retros)

Achievements:

Built an effective marketing strategy
Assembled and onboarded an effective team (15 people) from scratch
Established internal and cross-team collaboration processes
Defined key metrics (and introduced additional ones)
Built clear and effective reports demonstrating growth points
Tested 10+ new traffic sources
Tested 80+ hypotheses
Changed the brand strategy and visual identity (creatives, texts, videos)
Tripled the monthly lead volume (since the beginning of the year)
Reduced CPL by an average of 3 times, depending on the channel
Reduced CAC by 1.9 times
Started the international markets
Worked with budgets - 200 000\$ per month

Tools used to achieve results:

Yandex Metrika/Direct, Google Analytics/Ads, PowerBI, Semrush, SimilarWeb, K50, Tag Manager, BigQuery, Miro, Notion, in-house CRM, Google Sheets, Slack, Trello/ClickUp.

CDEK Company
Product Manager
октября 2019 - ноября 2021 (2 года 2 месяца)
Worked with b2c product

Responsibilities:

Analyzing the market, trends, and competitors (Russia, CIS, Asia, Europe)
Developing a product strategy (incl marketing strategy)
Customer development
Starting product hypotheses based on research, customer feedback, support calls etc.
Forming and following the product roadmap and backlog
Validating hypotheses through A/B-tests, MVT-tests, split tests, surveys, landing page creation.
Prototyping landing pages in Figma and Tilda
Product analytics, including CAC/LTV/Retention/ARPU
Starting channels: PPC (Yandex Direct, Google Ads - hands-on as an expert), targeted advertising (VK, IG, MyTarget), SMM+content marketing: YT, TT, Zen, influence marketing, email marketing, internal PR
Brand (product) awareness
Analytics & Reporting including quarterly defense of metrics at product boards (P&L)

Team Management:

Team management (retrospectives, planning meetings, 1-1)
Developing, supporting, and motivating the team (5 people)
Hiring and onboarding new specialists
Cross-functional work, tasks, and communication
Assigning tasks for cross-functional teams
Regular team brainstorming sessions

Achievements:

Launched the product in 4 new countries: Kazakhstan, Kyrgyzstan, Germany, Italy
Doubled the number of tracks (packages) from 2019 to 2020, and 2.5x increase from 2020 to 2021
2.3x increase in profit from 2019 to 2020

AOV grew by 5.5% in 2020 (due to new additional services)
Reduced the number of damaged boxes by 15% through the introduction of reliable boxes with new design
Increased mobile app orders from 0 to 15,000 per month by integration the product to the mobile app
Product awareness growth +63% following to brand lift research
№2 logistics b2c service in Russia in 2021
Worked with budgets - 800 000\$ per month

Tools used to achieve results:

Yandex Metrika, Yandex Direct, Google Analytics, Google Ads, in-house CRM, Semrush, SimilarWeb, K50, Miro, Tilda, Figma, Jira, Google Sheets, Skype, Trello, Google data studio.

Пулковская Логистическая Компания
Product Marketing Manager
мая 2015 - сентября 2019 (4 года 5 месяцев)
Санкт-Петербург, Россия

Worked with b2b

Responsibilities:

Team Management: Forming and managing a team of designers, SEO-specialists, SMM managers
Preparing clear technical specifications for the above specialists
Research: Conducting market potential, market size, and market trend analysis
Developing a marketing plan and content plan
Forming and controlling the marketing budget
CusDev: Creating a customer profile, identifying their needs, objections, and pain points
Performance Marketing: Starting and optimizing advertising campaigns in Yandex.Direct/Google Ads
Analyzing the effectiveness of advertising channels (A/B testing)
Generating reports based on key metrics (CPA, CPC, CR, CTR, ROI)
Testing new traffic sources
Working with social media, SMM promotion (Facebook, Instagram, VKontakte) - audience building, target setup, creative development, and analytics
Writing texts/articles for social media posting
Analytics: CPC, CPA, CAC, ROI, LTV

Website Optimization :Optimizing the company's website (writing sales copy, creating sales funnels, UX design)
Creating websites (structure, content, design) and A/B testing
SEO: SEO audit and website promotion (creating a semantic core, writing content, link building, working with Yandex.Webmaster)
Email Marketing: segmentation, starting&testing new funnels

Achievements:

2x reduction in CPA over 7 first months
35% reduction in cost per click over 4 firts months
2x increase in brand awareness in 2019 (Wordstat data)
Launched a branch in Moscow with own strategy
30% increase in organic traffic through optimization first year
Launched new business lines (transportation, customs)

Tools used to achieve results:

Yandex Metrika, Yandex Direct, Google Analytics, Google Ads, Webmaster, GSC, Semrush, SimilarWeb, K50, Tilda, Figma, Google Sheets, Skype, Trello, XMIND, Canva

Образование

Санкт-Петербургский Институт Экономики и Управления
Бакалавр, Управление гостиничным бизнесом · (2009 - 2013)