

BOHUSLAVA ZHYVKO

PROFESSIONAL PROFILE

I love to solve customer problems using new technologies and my deep knowledge in growth marketing & product fields. More than 5 years in Marketing for tech industry.

FIND ME HERE:

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ACADEMIC BACKGROUND

Ivan Franko National University of Lviv

Master of International Business 2019

- Bachelor Thesis "Startup Lifecycle"

- Master Thesis "Product Adaptation to customers and markets"

CORE SKILLS:

Product Management (strategy, scope, stories, MVP, roadmap)

Entrepreneurship

Customer Development (customer interviews, surveys, analytics)

Marketing (research, funnel, growth, email, SMM, PR, PPC, blogging)

Sales (lead generation, coaching, closing)

Design (mobile apps, marketing materials)

LANGUAGES

Fluent: English, Russian, Ukrainian

Basic: German, Polish, Norwegian, Spanish

ROLES & POSITIONS

Head of Marketing

Exoft | Dec 2018 - present

As a **head of marketing team**, I was responsible for **crafting strategies** for all Marketing teams, including Digital, Advertising, Communications and Creative. Main task was to increase number and quality of leads through different marketing channels. During my work here we significantly expand company's revenue and successfully **entered two industries: logistics and healthcare**.

Product Marketing Specialist

airfocus | Jul 2019 - Sep 2019 (freelance)

Communicate the product's value to the market was my main responsibility. My daily routine included **creating marketing materials** that communicate product features, and developing the **marketing tools and campaigns** to attract new prospects and customers. Implemented new projects and ideas.

Freelance

2017 - present

- E-mail marketing and SMM for -ing Creatives (<https://www.ingcreatives.com>)
- PR management at PR agency (publications at top-tier media)
- Website content for software development company
- PR management for CreativeCap Advisors (<https://www.creativecapadvisors.com>)
- PPC for Potpourri (<https://www.mittagsgutessen.de>)
- Growth Marketing for Time4 Digital (<https://time4.digital>)
- Growth Marketing for Freelanceocity
- Affiliate Marketing, influencer management and partnerships management for DLC (<https://digitallifestyleconference.com>)

PR Manager

SafetyWing | Nov 2018 - Jan 2019 (freelance)

As a PR Manager, I have created and maintained a favorable public image for SafetyWing, by communicating media and podcast owners. I was responsible for fielding media questions and pitching stories to the media, preparing media kits and organizing press interviews. Influencer management was another part of work of mine. In addition, I wrote speeches for CEO and **scheduled conference pitches** and **podcast interviews**. During my work there we were **published in TechCrunch** and were interviewed by few nomads and travel podcasts.

Senior Adwords Strategist

Arteria S.A. | Oct 2018 - Dec 2018 (contract)

On behalf of this marketing agency, I **represented Google Inc.** and was part of New Business Team. Our target market was Eastern European countries. My clients' portfolio included worldwide known FMCG brands with **budget spent over 1M+ yearly**.

Marketing Manager

QArea | Nov 2017 - Feb 2018 (contract)

It was a time, when a new marketing team have just started to work and I became a part of it. My main responsibilities included **leading PPC and SEO specialists, copywriters and designers**. Together with the team we have **increased leads number by 250%** in first 6 months and became one of the top software development company worldwide. My day-to-day tasks included review and **assistance of other teammates, leading PR activities and new market opportunities implementation**.

Growth Manager

10g-force | May 2016 - Nov 2017

I was at the origins of this company, that's why often my primary responsibilities go beyond growth marketing. During my work with this company, we expand to Scandinavia and Middle East (Israel, UAE).

Main responsibilities included creating and implementing **growth strategy both for service and product** by testing and scaling marketing tactics that increase ROI across every channel, managing partnerships with market giants like CISCO and Google. As one of the co-organizer company, was responsible for organization of the biggest IT conference in Eastern Europe - Lviv IT Arena.

Sales Manager

Zoom Support | Sep 2015 - Feb 2016

I was accountable for developing sales strategy for tech support provider and led a team to double its monthly revenue. I worked closely with more than 50 clients during these 9 months. Successes included coaching other teammates and newcomers, which **lead to 54% increase in sales**, customer retention to 77% by implementing new script and sales strategies, expansion to new