Maksim Zhirnov

Growth Marketer

Growth and performance marketing leader with 10+ years turning spend into retained revenue through data-driven experimentation, segmentation, and funnel/cohort analysis; built trusted measurement stacks (server-side tracking, attribution, LTV/payback, MMM) and aligned creative, channels, and product to measurable outcomes.

WORK EXPERIENCE

Head of Growth — Jan 2023 - present
Yandex Pay, Moscow, Russia

- Launched and scaled multi-channel paid UA with server-side tracking, attribution, and LTV models; reduced CAC while maintaining target payback (channels: Yandex Direct, VK Ads, myTarget — local equivalents to Google/Meta/TikTok).
- Optimized channel mix by marginal ROAS and saturation; standardized UTMs and automated reporting to reallocate spend toward high-return cohorts.
- Ran weekly A/B and multivariate tests across creatives, landings, and onboarding; increased activation and sign-up conversion within guardrails.
- Partnered with Product, Data, Design, and Engineering to convert experiment wins into shipped changes and measurable revenue/retention impact.

Head of User Acquisition & Retention — Feb 2021 - Jan 2023
Yandex Zen, Moscow, Russia

- Scaled creator and reader acquisition via multi-channel UA; onboarded 500+ creators and lifted engagement, audience, and ad revenue
- Built reader-creator growth loops and an experimentation/analytics system to prioritize tests from funnel and cohort insights.
- Ran offer/messaging and CRM lifecycle tests (email, push, in-app), improving retention and ROI by targeted segmentation and triggers.
- Launched campaigns on local and global ad platforms; standardized tracking/UTMs and reporting to compare channels and shift budget to ROI-positive cohorts.

Head of User Acquisition & Retention — Jan 2020 - Feb 2021
Yandex Drive, Moscow, Russia

- Scaled multi-market UA across search, social, programmatic, and app-install channels with lifecycle optimization; delivered ROI uplift across priority segments by reallocating spend to high-return cohorts.
- Built KPI hierarchy and unit-economics guardrails (CAC, ROAS, LTV, payback) to drive budget pacing and geo/segment allocation, improving capital efficiency.
- Accelerated creative testing cadence and closed the insights loop into onboarding and product, lifting conversion through experiment-driven changes.

PREVIOUS EXPERIENCE

Performance Team Lead, Avito, Moscow, Russia	01/2018 - 01/2020
UA Specialist, Yandex, Moscow, Russia	06/2017 - 01/2018
SEM Specialist, Mindshare, Moscow, Russia	05/2015 - 05/2017
Campaign Specialist, Sellbytel, Moscow, Russia	03/2014 - 05/2015

CONTACT

- Moscow, Russia
- +7 (999) 979-21-02
- maximz2009@gmail.com
- linkedin.com/in/maksim-zhirnov

SKILLS

Technical Skills
- Attribution
- LTV/Payback
- MMM
- A/B testing
- Funnel analytics
- SQL
- Vibecodeing

Techniques
- Segmentation
- Growth loops
- Lifecycle CRM
- GTM planning
- Channel mix
- Budget pacing

Tools and Software
- GA4/Amplitude
- HubSpot/Braze
- BigQuery
- Looker/Metabase
- Segment
- App stores ads

Languages
- English (Fluent)
- Russian (Native)
- Spanish (A2)

EDUCATION

Kosygin Russian State University
Specialist Degree, Sociology
(5-year integrated program)
Moscow, Russia
09/2009 – 07/2014