

# Valeriia Ivashkina

## Data-Driven Growth Marketing Manager – Cross-Channel Acquisition & Retention

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### Summary

- **PMP-certified** Project Manager with 8+ years of hands-on experience in Agile, Hybrid, and Waterfall workflows.
- Managed **30+ sponsorship projects with a cumulative budget \$3.5M+**, optimizing resource allocation to max ROI.
- Timely identified and mitigated project risks, ensuring 95% of projects were delivered on time and within budget
- **Delivered 100+** end-to-end cross-platform marketing projects, ensuring B2B client retention.
- Fostered long-term partnership with global clients (Airbnb, LG, Disney and Sony Pictures), and secured Nestlé Baby as the project's general sponsor for 3 consecutive years
- Effectively collaborated with C-level executives, developers, production teams to align stakeholders' and clients' goals.

### Relevant Skills

Marketing & Analytics: AB Testing, SEO, Drip Campaigns; Google Analytics, SEMrush, Mailchimp, HubSpot, PowerBI;

Web & Automation: JavaScript, React, HTML, CSS, SQL; Zapier, Pipedream, WordPress;

Collaboration Tools: Jira, Confluence, Trello, Notion, Moqups, Miro, Figma;

Interpersonal Skill: Cultural Awareness, Adaptability, Emotional Intelligence, Negotiation and Expectation Management.

### Professional Experience

#### Product Marketing Manager/ Growth Marketing Manager

Careerist – EdTech Career Accelerator, Y Combinator's S21 Startup batch | Remote

Apr 2025 — present

- Framed GTM strategy through LTV, CAC, and Payback Period modeling, shortening breakeven time by 30%
- Repositioned success metrics around a North Star Metric, paired with persona-driven campaign design, to prioritize high-ROI channels, improving marketing efficiency by 15% within 1 month.

#### Project Manager

Toongoose – Animation Studio serving B2B SaaS and consumer tech | Remote

Nov 2021 — Mar 2023

- Led cross-functional teams of up to 10 members, reducing delivery time by up to 60% through optimized hybrid workflows, Agile practices like Kanban, SCRUM ceremonies, and automation tools (Zapier, Pipedream).
- Drove 30% higher retention by integrating visual tools and client-facing PMIS dashboards, fostering inclusivity and transparency. Bridged SaaS/Web3 complexities with engaging, audience-tailored narratives.

#### Head of Marketing

Wave House – Tourism & Hospitality 13+ years of operational excellence

Dec 2018 — Feb 2020

with a 9.3/10 average guest satisfaction score | Project-Based Contract

- Led a team of 5 to revamp a multi-channel marketing strategy, introducing email drip campaigns, audience segmentation, demographic retargeting, revived social media strategy - resulting in 250% qualified leads increase MoM.
- Initiated a WordPress website overhaul and CRM system integration (Fox.ERP), eliminating 100% of booking errors.

#### Media Sponsorship Project Manager

GPMKh - Major European media holding, 140M+ users via TV, radio, and digital | On-site

May 2017 — Aug 2018

- Managed over 30 sponsorship projects with a cumulative budget \$3.5M+ from initial pitch and pre-sales to contract finalisation, aligning client needs with cross-functional stakeholder requirements, including C-suite decision-makers.

- Managed a program of 5 projects (\$0.5M budget each) for a flagship prime-time show (TV/digital), coordinating teams of up to 20 members per project, successfully leading to a 60% contract renewal rate for the following year.

### Media Sponsorship Project Manager

Proplacement – Boutique Media Agency for Large-scale creatives & Product Placement | Hybrid Sep 2015 — May 2017

- Delivered 40+ cross-platform projects under tight deadlines, with end-to-end creative asset development, influencer collaborations, and complex digital activations — including gamification mechanics that exceeded projected user numbers by up to 2.5x.
- Cultivated long-term client relationships with global brands like Nestlé Baby by leveraging visual tools (Gantt charts, RACI, Work Breakdown Structure) for clear and efficient communication and proactive reporting.

### Marketing Manager

EventyOn – Global team-building company, hosting 1,000+ corporate events annually | On-site May 2014 — Aug 2015

- Drove digital marketing strategy, achieving top 3 Google rankings (120K+ monthly visitors) and enabling 80% online sales via CRM/e-commerce integration. Developed franchise expansion assets and launched Singapore debut. Hosted events for 150+ attendees.

### Event and Project Manager

Autocomplex AZS Expo – Annual B2B exhibition attracting 5,000+ visitors and 150+ exhibitors Jun 2013 — Nov 2013  
specializing in fuel stations, car washes, and automotive infrastructure | On-site

- Led 30+ exhibitor projects (25% of event): planned timelines, sourced vendors, supervised on-site assembly, and ensured compliance with quality standards and deadlines.

### Administrative Assistant for Global Brand Building Purchases

Procter & Gamble (P&G) — A Fortune 500 global consumer goods leader with \$80B+ Nov 2012 — May 2013  
annual revenue, housing iconic brands across 180+ markets. | On-site

- Provided administrative support to the Director and a 40-person team: analyzed budgets, pre-consolidated performance reports, scheduled cost-controlled meetings/events, and facilitated cross-team communications.

### Education

Plekhanov Russian University of Economics, 2012 Master's in Organizational Management.

### Certifications

[Project Management Professional 2023](#); [Value Stream Management 2024](#); [Agile Metrics for Success 2024](#); [Data Landscape of GenAI for Project Managers 2024](#).

### Courses

JavaScript Algorithms & Data Structures, 2024; React Bootcamp, 2024; JavaScript Web Development Bootcamp, 2024.

### Languages

Russian - Native; English - Proficient (C1).