



Zhenya Venger

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SUMMARY

With more than 5 years of experience, I have expertise in customer acquisition, paid ads, SEO/Content Marketing, funnels, and email marketing.

Some of my achievements:

- Worked in a Ukrainian e-health startup where we attracted more than 2,000 registered doctors and 1,2 billion visitors.
- Increase in revenue by 3x-times and new sources of income which counted for 25% of overall revenue.
- Trained an in-house Marketing Team and established consistent sources of traffic (paid ads, content & SEO, partners).
- Built and systemized all customer acquisition from scratch (from leads acquisition to customer onboarding, activation and upselling).

WORK EXPERIENCE

AmazeOwl/aNavigator

April 2019 — Present

Growth and Marketing Manager

- Onboarding new users
- Checkout Page Optimization
- Retention Strategy for our current customer base
- Customer Acquisition through Paid Channels
- Blog and content promotion

Medics

May 2018 — March 2019

Chief Marketing Officer

E-health startup with technical solutions for the clinics. Medics — B2B company, which tailor its product to suit the needs of doctors. Company has more than 2,000 registered doctors and 1,2 billion monthly unique users.

I ran operations in Medics and launched on new markets.

Miritec

December 2016 — September 2017

Digital Strategist

- Participation in tenders (strategy development, presentations making, defense, coordination with the third parties such as media planners);
- Preparation of reports (GA reports, competitive intelligence, trends analysis);
- Development of technical documentation (product specs, architecture, requirements, map of stakeholders);
- Team management of back-end and front-end developers, designers;
- Marketing analysis and analytics;
- Adding new features to the product for internal and external usage: mobile version,

- supplementary materials for Sales and Marketing Departments, GUI improvements;
- Documentation of company's IT-infrastructure (together with DevOps).

NK Group - development company

May 2015 — January 2016

Chief Communications Officer

Responsibilities:

- Supervision of SMM and SEO departments;
- Corporate site development and administration;
- Control over the press office: organization of press conferences, preparation of PR materials, articles, reports;
- Crisis communications and reputational management;
- Cooperation with contractors

Tasks:

- Umbrella's and subbrends development;
- Digital and PR promotional strategies;
- Administration of the staff training among local branches;
- Communication on behalf of the company with interest groups via different media;
- Staff recruitment

Held English lessons for coworkers.

PR-agency Pleon Talan (Ketchum's affiliate)

July 2014 — September 2014

PR-assistant

- Working with agency's contractors
- Organization and conducting of the press-tour during Lviv Publishers' Forum
- Writing briefs
- Cooperation with journalists and clients
- Production of pr-materials (press-clipping, press-releases, press-packs)
- Organization of events in creative spaces and places of interest.

EDUCATION

Advertising and Public Relations

September 2010 — June 2014

Kyiv National University