

Victoria Kuchinska

Head of Marketing

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SUMMARY

Head of Marketing with over 15 years of experience specializing in launching and scaling B2B tech brands on international markets. Proven expertise in building marketing functions from scratch, having successfully launched 6 brands and consistently optimized budgets by 20%. Key achievements include securing a feature in the IDC Spotlight Vendor Report, attracting high-value clients with an average deal size of \$300K, and driving a 2,5x increase in organic traffic that boosted sales by 10%.

PROFESSIONAL EXPERIENCE

Marketing Consultant

Jan 2025 - to present

Consulting services, Russia, Moscow

Advisory services for ad agencies entering international markets: speeding up client decisions and securing pitches.

- Implemented an approval process, reducing client decision-making time by 50%.
- Won 5 pitches for rebranding, securing new contracts with creative agencies.
- Documented processes from scratch, reducing operational management time by 40%.
- Conducted 4 PR agency selection pitches in the EU and MENA, expanding the geographic reach of partnerships.
- Translated and adapted 8 presentations, building a pool of international clients for the agencies.

Head of International Marketing

Nov 2023 - Dec 2024

Optimacros, Russia, Moscow

A Russian developer of a platform for corporate planning and analysis in large enterprises, competing with Anaplan.

- Established a new marketing department from scratch for four international markets, assembling a team of four specialists.
- Developed a global Go Global-Go Local strategy, reducing costs by 20%.
- Created the brand identities for four brands, achieving brand awareness scores of 85–90/100 on Google Trends.
- Developed a marketing plan with three lead-generation funnels, resulting in the acquisition of two new clients.
- Implemented the JTBD framework and HQ-to-offices interaction guidelines, standardizing processes.
- Launched four corporate LinkedIn pages, growing the audience to 600+ followers in three months.
- Created a centralized repository of 30+ marketing materials, accelerating their localization for new markets.

Head of Marketing and PR

May 2020 - Dec 2022

Noventiq, Russia, Moscow

A service provider that automates online sales of software and digital goods, a competitor to Digital River.

- Led a company rebrand, achieving a Brand Awareness score of 70/100 on Google Trends.
- Onboarded five clients to the payments platform, achieving an average deal size of \$300K and exceeding targets.
- Launched two new business lines from scratch across the EU, India, Brazil, the Czech Republic, and Poland.
- Executed a PR campaign in Poland, growing the online store audience by 2.5x and increasing sales by 10%.
- Secured the Spotlight Vendor position in IDC's 2020 report, strengthening the company's market position.
- Organized 15+ webinars and podcasts, achieving an average reach of 2,500 people and a 15% conversion rate.

Brand Manager

Apr 2017 - Jul 2018

FAIRDIP Finance, Russia, Moscow

A platform for automating liquidity management and treasury operations in companies, a competitor to Kyriba.

- Developed a brand repositioning strategy, attracting two new investors to the company.
- Optimized the marketing budget, reducing costs by 20% without sacrificing effectiveness.
- Launched targeted campaigns for SMBs, increasing loan applications threefold.
- Implemented a reputation-improvement program, boosting the company's reputational standing by 30%.
- Created and launched educational content, growing the social media audience from zero to 3,000 followers.

Senior Account Manager

Mar 2012 - Apr 2017

TBWA, The Integer Group, Leo Burnett, Citymetria Group, Russia, Moscow

Advertising agencies belonging to the world's largest marketing holdings, Omnicom Group and Publicis Groupe.

- Developed and implemented a BMW loyalty program, enhancing customer engagement and the brand's DNA.
- Organized an international forum for 2,000 attendees and 60+ speakers, featuring government officials.
- Implemented a Mitsubishi roadshow across five cities with an F1 ambassador, boosting brand awareness.
- Created the branding for the Jeep Territory Center and the brand identity for the service program, strengthening the brand's position in the market.
- Led project teams of up to 15 people, ensuring the successful delivery of complex international programs.

EDUCATION

- International University for Tourism & Hospitality, Management, Russia, 2003.
- Irkutsk State Linguistic University, Linguistics, International Business Communication, Russia, 2002.

CERTIFICATES

- High School of Economics, Brand Management, Brand Management (Upgrade Course), 2011.

LANGUAGES

Russian: Native, English: C2, French: B1.

SKILLS

Marketing Strategy, Digital Marketing, Team Leadership, Brand Management, Performance Marketing, Strategic Marketing, Marketing Analytics, Web Analytics, A/B Testing, Marketing Campaigns & Funnels, Lead Generation, SMM, SEO, Strategic Partnerships, Product Marketing, Market Research, B2B and B2C Marketing, Project Management.