

KATERYNA SAMSONOVA

Product Marketing Expert

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I work as a part-time or full-time team member, or as a consultant for startups and SMEs, delivering tailored strategies for growth and success.

SUMMARY

Product Marketing Leader with 10+ years of experience in B2C and B2B marketing across fintech, FMCG, and retail industries. Proven track record of delivering go-to-market strategies, scaling mobile apps, and executing data-driven campaigns.

Key achievements include launching and growing the Visa Extra mobile app from 0 to six figures, expanding Visa's social presence from 5 to 11 markets, building influencer marketing strategies, and boosting acquisition. Skilled in tools like Figma, Google Analytics, SQL, Firebase, Adjust, and more. Passionate about building customer-centric strategies, enhancing engagement, and delivering measurable results.

Expert in client-side and agency environments, combining strategic planning, creative execution, and analytical insights to drive growth. Experienced in managing global projects across 17 EMEA markets, leading cross-functional teams, and collaborating with global platforms like Meta, Google, and TikTok to optimize performance.

HARD SKILLS

Marketing Strategies: Go-to-market strategy, Product adoption Strategy, Digital marketing strategy, growth marketing strategy, content marketing, email marketing. **Research and Insights:** qualitative and quantitative research, consumer analysis, positioning. **Data Analytics and Tools:** Google Analytics, Tableau, Google BigQuery, DV360, AppsFlyer, Adjust, SQL, Eloqua. **Social Media and Advertising Platforms:** Facebook, Instagram, TikTok, SimilarWeb, HypeAuditor, Sprinklr, Google Ads, Programmatic. **Project and Process Management:** Trello, Jira, Slack. **Languages:** Professional English, conversational French, native Ukrainian, native Russian.

EXPERIENCE

SELF-EMPLOYED., REMOTE

June 2024 – Present

Marketing Consultant / Fractional CMO,

- Providing consultations on go-to-market strategies, growth marketing, and performance campaigns for mobile apps and digital products.
- Collaborating with startups and SMEs to optimize marketing strategies and improve ROI.
- Committed to deepening my expertise, completing advanced courses in Growth Marketing, Marketing Automation, and AI tools to enhance strategic capabilities and drive impactful results.

VISA INC., KYIV, PRAGUE

Nov 2017 – May 2024

Visa Inc. is a global leader in digital payments, trusted by over 600 million cardholders globally, with \$32.9 billion in annual revenue and operations in over 200 countries.

Product & digital marketing manager, EMEA, full-time employee

Apr 2021 – May 2024

- **Developed and executed go-to-market strategy for Visa Extra B2C mobile app**, growing users from 0 to **six figures**, lowering **CPA** and boosting **conversion rates**.
- **Developed and executed multi-channel marketing campaigns** (paid, owned, and earned media) to drive product awareness, acquisition, and engagement.

- **Established end-to-end analytics tools** to measure performance, optimize campaigns, and deliver **data-driven insights** for strategic decisions.
- **Enabled B2B sales teams** by creating **sales enablement tools** such as **pitch decks, one-pagers, and case studies**, boosting sales efficiency and conversion rates.
- **Conducted market and customer research**, tracked market trends and global trends, and delivered insights to inform product improvement, differentiation, feature prioritization, and campaign development.
- **Tracked and managed budgets (P&L)**, ensuring effective resource allocation and performance monitoring while delivering consistent updates to stakeholders and contributing to revenue growth.
- **Built and scaled the digital marketing team** from the ground up, starting as the sole contributor and later hiring direct reports. Over the years, I restructured the team to address evolving marketing challenges and align with new business needs, improving processes, competencies, and efficiency.
- Delivered **ASO (App Store Optimization)** strategies, enhancing app visibility, organic growth, and conversion rates.
- Supported **data-driven marketing** by enabling teams to leverage **marketing technologies** for advanced targeting, segmentation, and personalization.
- Provided **post-campaign retrospectives**, identifying wins, learnings, and areas for improvement for future strategies.

Digital Marketing Manager, EMEA, contractor

Nov 2017 – Apr 2021

- **Managed digital marketing for 17 markets across EMEA**, overseeing strategies for acquisition, engagement, and growth.
- Partnered with developers, agencies, and creative teams to **improve site structure, SEO, and analytics**—resulting in increased **organic traffic, session depth, and time spent** on the site.
- Expanded Visa's social media presence from **5 to 11 markets**, implementing **content strategies** that drove engagement, user growth, and influencer collaborations.
- Built and scaled an influencer **marketing strategy**, fostering **long-term relationships** to strengthen brand loyalty and amplify content reach.
- **Partnered with global platforms** like **Meta, Google, and TikTok** to execute creative sessions, access insights, and optimize campaigns—leading to improved **CPC, CPA, and ROI** metrics.
- **Tracked and managed budgets (P&L)**, ensuring effective resource allocation and performance monitoring while delivering consistent updates to stakeholders.

BBDO UKRAINE

Jan 2016 – Oct 2017

Account Manager, Kyiv

BBDO Ukraine is a leading creative agency and part of the global BBDO Worldwide, the world's most awarded agency network. It specializes in advertising, branding, and marketing communications.

- Managed key clients, including Visa Inc., AB InBev Ukraine, and Amnesty International, with campaigns across CIS markets (Ukraine, Belarus, Georgia, Kazakhstan, and Azerbaijan). Increased client revenue and enhanced digital engagement metrics.
- Executed Visa's marketing projects from brief to implementation, driving card payment adoption and revenue growth.
- Optimized and updated Visa's websites, improved organic traffic, and led landing page creation with developers for promotional campaigns.

- For AB InBev Ukraine and "Savushkin Produkt," I developed and adapted creatives, ensuring successful market alignment and client satisfaction.

ADVERTISING AVENUE

Jun 2014 – Dec 2015

Account Manager, Kyiv

Advertising Avenue was part of the B4B Group, specializing in advertising, branding, and marketing communications.

- **Delivered the go-to-market strategy for Converse's** Ukrainian launch.
- **Executed Nike's content marketing strategy**, increasing local content to boost engagement. **Created tailored marketing collateral and content** for Nike Running Club and Nike Training Club in Kyiv and Odesa to support community-building initiatives. Enhanced audience engagement through locally tailored content and **strengthened brand loyalty**.
- Led creative campaigns for Novus, one of the biggest retail chains in Ukraine, to engage employees. Implemented social media strategies to boost user engagement. **Improved employee motivation and brand perception**.

RASEC AMENAGEMENT

Feb 2013 – Jan 2014

B2B Sales Manager, Kyiv

Rasec Aménagement is a French company specializing in retail design, shopfitting, and commercial space optimization. Its Ukrainian branch, Rasec Ukraine, operated a sales office in Kyiv and a large manufacturing facility in Cherkassy, providing tailored solutions for retail environments across various industries.

- **Developed and implemented** a cold sales strategy, building a pipeline of potential local clients from scratch.
- **Secured 5 long-term contracts** with local clients, expanding the company's customer base beyond the large network clients.
- **Increased revenue streams** and strengthened the company's presence in the local market.

EDUCATION

- Master of Enterprise Management, Kyiv National Economic University, 2007–2012
- Certified Marketer, [General Assembly](#), 2020
- Growth marketing, [Projector Institute](#), 2023