



ELIZAVETA CHUGUNOVA

DIGITAL MARKETING
EXPERT & LECTURER

ABOUT ME

A marketing professional with international experience in **B2C** and **B2B** sectors, specialization in **performance marketing**, and a passion for growth marketing & growth hacking.

EDUCATION | MASTER OF SCIENCE

Saint-Petersburg State Polytechnical University
2008 - 2012 | B.Sc | Region Studies

University of Tampere
2011-2011 | Exchange semester

Université des Sciences et Technologies de Lille (Lille I)
2012-2013 | M.Sc | Global e-business

PROJECTS / VOLUNTEER EXPERIENCE

AIESEC
PROJECT MANAGER | 2010 - 2012

- "Be a Change" project
Organization of social entrepreneurship business ideas competition on city scale in Tampere, Finland
- International summer" project
Event-management project that brought 29 international trainees to organize cultural festivals in Saint-Petersburg

LANGUAGES

English	●●●●●
Russian	●●●●●
French	●●●●●
Italian	●●●●●
Finnish	●●●●●
Romanian	●●●●●

SKILLS GROWTH MARKETING
COPYWRITING DESIGN EMAIL
SMM PPC MARKETING
SEO
ANALYTICS CONTENT
TEACHING MARKETING

PROFESSIONAL EXPERIENCE | 12 YEARS

SPOTTER
MARKETING TRAINEE
Montpellier, France | May 2012- December 2012

- SMM, Community management, corporate videos
Market research, competitive intelligence, sales support

MUSEUM ONLINE, INC
MARKETING MANAGER
St.Petersburg, Russia | January 2013 - December 2016

- Management of 3 museum e-commerce websites
- Developing & implementing online marketing strategy with focus on high growth in revenue and ROI in marketing costs (200% sales growth in 2014, 150% in 2015); marketing activities for the museum mobile apps

LIDEN & DENZ INTERCULTURAL INSTITUTE OF LANGAUGES
DIGITAL MARKETING MANAGER
St.Petersburg, Russia | December 2016 - March 2019

- Developed and implemented digital marketing strategy & optimized website
- PPC (Google AdWords, Yandex.Direct, Facebook); SMM; e-mail marketing (MailChimp); SEO; Content management (blogs)
- Supervised internship program; developed onboarding system for interns

NETWRIX
PPC MARKETING SPECIALIST
St.Petersburg, Russia | March 2019 - November 2020

- Owner of EMEA & APJ PPC activities
- Ongoing lead acquisition within the defined CPA caps
- Campaign performance analysis & reporting; competitive research

VEEAM SOFTWARE
SENIOR PPC MARKETING SPECIALIST
Yerevan, Armenia & Bucharest, Romania | January 2021 - Present

- Owner of EMEA & APJ PPC activities
- Launching and optimization of new initiatives in various campaigns
- Ongoing campaign performance analysis & reporting
- Managing external local agencies

TEACHING/TRAINING EXPERIENCE

- 2022-2023 - Teacher of Marketing at Russian-Armenian University (4 courses, Bachelor & Master)
- Over 10 workshops & lectures delivered at Armenian Code Academy, Armenian State University of Economics, American University of Armenia and professional events