TASHA SAVENKOVA

Marketing Leader & Consultant | B2B, Technology & International Markets

Saint Petersburg, Russia | Remote work | Full-time, part-time or project engagements

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linkedin.com/in/vakonvesa | No business travel

PROFILE

Marketing professional with 16+ years of experience spanning strategy, market research, product launches, content, PR and team leadership. Former CMO in international iGaming, blockchain and B2B technology, with hands-on experience building websites, campaigns, communications and marketing processes. Combines management experience with practical delivery and a background in teaching digital marketing.

CORE EXPERTISE

Marketing strategy and positioning - Go-to-market - B2B marketing - Market and competitor research - Content and PR - Performance marketing - Affiliate and influencer marketing - SEO and email marketing - Team and contractor management - Marketing education

SELECTED EXPERIENCE

Zillion Games | Chief Marketing Officer

Apr 2025 - Apr 2026 | International iGaming

- Led marketing and product growth across international markets, including Europe, Latin America and Asia.
- Developed global marketing strategy; tested acquisition channels and performance hypotheses within market and regulatory constraints.
- Built and scaled affiliate and influencer activity, coordinated PR and brand visibility, and worked with product, BI and operations teams.

RC Plinor | Marketing Director

Mar 2024 - Apr 2025 | B2B software and AgriTech

- Launched the Milk 2.0 dairy-production management product: positioning, value proposition and go-to-market strategy.
- Developed marketing for a conservative B2B audience with a long sales cycle, translating complex technology into clear business value.
- Built an education-led sales funnel and prepared presentations, landing pages and commercial materials; supported presales and market research.

Marka Marketing | Marketing Consultant / Project Marketer

Sep 2011 - Apr 2025 | Project work alongside employed roles

- Delivered research, positioning, product packaging, websites, content, SMM, SEO, PR, email and influencer marketing for companies and startups.
- Worked across Russia, the CIS, Europe and the US; coordinated contractors and tracked campaign results.
- Selected client: FBS, an international Forex broker - coordinated more than 20 localized social accounts and managed copywriters and content strategy.

SELECTED EXPERIENCE - CONTINUED

Tula Microphones | Head of Marketing

Sep 2023 - May 2024 | Professional audio equipment

- Led digital marketing, Shopify website and store updates, corporate blogging, Instagram and LinkedIn content, creative production and advertising.
- Coordinated the website, content, social media and campaigns as one marketing system, using results to adjust activity.

UBIX Network | Chief Marketing Officer

Jun 2022 - Jun 2023 | Blockchain

- Built the marketing function, researched the market and developed strategy, content and community programs.
- Managed community teams, AMA sessions, rebranding, website redesign and advertising campaigns.

BDC | Team Lead Marketing

Dec 2021 - Apr 2022 | Blockchain and crypto marketing agency

- Developed client strategies, channel and PR plans, market research, forecasts and budgets; coordinated marketing teams and remote contributors.

Murano Software | Marketer

Jun 2020 - Jan 2022 | International B2B software services

- Developed marketing strategy for the US market, landing pages, media plans, social content and rebranding initiatives.

SWISSAM | Director of Marketing & Sales

May 2019 - May 2020 | Business education

- Launched a new corporate website and led digital marketing, team building, contractor selection, reporting and staff training.

TEACHING AND EARLIER WORK

GeekBrains - Course Author & Digital Marketing Instructor, Mar 2017 - Mar 2020. Taught strategy, SMM, content and community building; redesigned courses and produced lectures, assignments and learning materials.

Cluster Institute - Invited Expert, Course Author & Instructor, Dec 2020 - May 2021. Created an internet marketing course, including the curriculum, lectures, presentations, practical assignments and recorded lessons.

Earlier experience: ICO marketing consulting at List Your ICO; digital and content marketing at Iziteq and Tillypad; a marketing and PR internship at HeadHunter.

EDUCATION

DBA, Business Administration - Academy of the Digital Economy and Innovation, 2026
MBA, Marketing - City Business School, 2026
Master's, International Communication & Digital Marketing - Rennes School of Business, 2014
Higher education, Advertising & Public Relations / Journalism - Institute of World Economy and Informatization, 2015
Higher education, English Language Teaching with French - Murmansk State Humanities University, 2010

LANGUAGES AND TOOLS

Russian: native - English: C2 - French: A1
Shopify, Wix, Tilda, WordPress, Taplink, Google Analytics, Yandex Metrica, advertising and social platforms. Current development focus: AI-assisted marketing, research and workflow automation.