

# SASHA KOVALIOV

PRODUCT MARKETING, B2B, 9+ YEARS OF EXPERIENCE

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## ABOUT ME

I am a digital marketer, who believes that marketing is a creative science. I help companies build scalable acquisition channels, improve activation and grow their MRR.

Marketing is a numbers game for me. Going higher and faster, coming up with unexpected tactics and breaking things. With 9+ years of experience working in large organizations and fast-paced startups, I know how to work on a strategy and manage a team, but at the same time love to roll the sleeves and execute.



## WORK EXPERIENCE

### FOUNDER

1upStrategy, August - 2014 Present

Running a successful marketing company with 10+ clients worldwide, focusing on early stage startups and growth stage companies.

### CHIEF MARKETING OFFICER

Quote Roller, PandaDoc, August 2012 - July 2014

Managing marketing strategy for two products, content marketing, SEO, analytics, A/B testing, referral program, ads and display, hiring, business development.

Leads growth, monthly: +401%

Revenue growth, monthly: +883%

Leads conversion rate: +138%

### MARKETING AND SALES DIRECTOR

Heyworks, August 2010 - May 2012

Lead generation and full sales cycle support. Company grew +20 people (%500 boost).

Completed projects: 25+

Winning rate: 62%

Returning customers: 48%



## EDUCATION

### MINSK STATE LINGUISTIC UNIVERSITY

Minsk, Belarus, 2003-2008

Masters in Linguistics and Pedagogy



## MORE INFO

### LINKEDIN PROFILE

<http://www.linkedin.com/in/sashakovaliov/>

### WEBSITE

<http://sashakovaliov.com/resume>



## MARKETING SKILLS

Strategy	●	●	●	●	●	●	●	●	○
Analytics	●	●	●	●	●	●	●	○	○
Content Marketing	●	●	●	●	●	●	●	○	○
Acquisition	●	●	●	●	●	●	○	○	○
Email Marketing	●	●	●	●	●	○	○	○	○
A/B Testing	●	●	●	●	●	●	○	○	○
Social Media Marketing	●	●	●	●	●	●	●	○	○
Business Development	●	●	●	●	●	○	○	○	○



## TECHNICAL AND DESIGN SKILLS

HTML/CSS	●	●	●	●	●	●	○	○	○
Javascript	●	●	●	●	●	●	○	○	○
jQuery	●	●	●	●	●	●	○	○	○
WordPress	●	●	●	●	●	●	○	○	○
Photoshop	●	●	●	●	●	○	○	○	○



## LANGUAGES

English	●	●	●	●	●	●	○	○	○
Russian	●	●	●	●	●	●	●	○	○
Polish	●	●	○	○	○	○	○	○	○



## HOBBIES AND ACTIVITIES



Gaming



Photography



Origami



Baking