

# Adelina Minivaleeva

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**Customer focused and results-driven Head of Marketing EMEA with 8 years of experience**

## PROFILE

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Visionary Head of Marketing with 8+ experience in building EMEA, UK, US and ASEAN communications strategy (both internal & external), campaign management, content creation and branding. Track record in developing, implementing and measuring successful communications strategy that resulted in brand awareness, customer acquisition and media coverage for clients and employers. Background of working with world-leading brands, including Google, Facebook, Chronext, Chopard, Paul Smith, Caudalie, Wethenew and L'Oréal.

## KEY COMPETENCIES

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- PR Strategy
- Crisis Management
- Brand Communication
- Project Management
- Multichannel Campaign Management
- Relationship Management
- Stakeholder Management
- Strategic Messaging
- Public and Media Relations

## WORK EXPERIENCE

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### Storyblok | Global

May 2021 - May 2024

*The content management system (CMS) category leader, empowers both developers and marketing teams to create better content experiences across any digital channel.*

#### Senior Communications Manager

- Developed, executed and managed external communication strategies with 7 PR agencies across Europe, the UK, US, and Asia, overseeing strategic communication initiatives.
- Built thought leadership profiles for the company's founders and Top Management to reinforce brand awareness and brand consideration across different categories of audiences. Coverage includes Forbes, EU-Startups, Sifted, DerStandard, Maddyness.
- Maintained the company's Share of Voice leadership as no. 1 among competitors through strategic communication initiatives and effective PR campaigns and positioning top management as number 1 among competitors.
- Collaborated with renowned clients such as DeepL, Chronext, Paul Smith, Marc O'Polo, Caudalie, and Chopard to develop case studies and execute PR activities, enhancing brand visibility and market presence.
- Authored press releases highlighting tech partnerships with industry leaders like Deloitte, Semrush, Razorfish, and Dentsu Creative, effectively communicating Storyblok's collaborations.

### Airome (part of SafeTech group of companies) | Singapore

Jun 2019 – May 2021

*A software provider offering cybersecurity solutions, covering 300,000 legal entities and more than 2 million private individuals around the globe.*

**Head of Global Marketing (ASEAN, Middle East and Europe).** Promoted to the role within a year at SafeTech group of companies.

- Developed communications strategy that ensures an impactful marketing experience, powerfully promoting the brand across 6 countries – managing an annual budget of £50k.
- Ensured brand execution is precise across all touchpoints, including website, social (Facebook, Twitter, YouTube), sales, pitch materials, documentation, collateral and signage.
- Collaborated across the entire leadership and product marketing teams (Sales, Tech, Product, CEO, CTO and CBDO), and leading on reporting back to the business to ensure content amplification execution is well integrated into overall corporate strategy.
- Delivered an effective PR strategy and generating media coverage in Singapore, Indonesia, Malaysia and Cyprus. Secured more than 20 media placements in leading online and print media.
- Conducted media training and regular interviews, and building thought leadership profiles for the company's founders to reinforce brand awareness and brand consideration across different categories of audiences. Coverage includes Forbes, Cybersecurity Asean, Medcom, CybersecAsia, DigiconAsia, Tribunnews.

### SafeTech | Moscow, Russia

Feb 2019 – Feb 2020

*A developer of innovative solutions for protecting remote banking systems and e-document management systems. Clients include more than 60 banks, including most of the top 10 banks in Eastern Europe.*

#### Marketing Manager

- Planned and executed a multichannel communications strategy and ensured that content created customer and business value, was customer- and market-leading, and was consistently measured for both short- and long-term optimisation, in order to deliver quantifiable commercial results.
- Developed an online reputation management strategy by using marketing tools (Google & Yandex keyword search) to monitor the agenda and control the online conversation; conducted competitor analysis.
- Created and established brand guidelines across the whole company, which resulted in increased brand awareness within the cybersecurity industry.
- Built a company spokesperson's personal branding profile to establish a strong reputation which has resulted in 15% increase in new clients.

- Reached out to media, press and enterprises to find new marketing opportunities and managed all online PR enquiries. Built relationships with leading industry editors.

## EDUCATION

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<b>Lancaster University   Lancaster, UK</b> MSc Management Science and Marketing Analytics (2:2)	<b>2014 – 2016</b>
<b>Lancaster University   Lancaster, UK</b> BSc (Hons) Operations Management (2:2)	<b>2011 – 2014</b>
<b>Kazan State University   Kazan, Russia</b> Diploma in Financial Management and Business Administration (2:1)	<b>2010 – 2014</b>

## SKILLS & OTHER

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**Languages:** Russian (native), English (fluent), German (elementary).

**IT:** Slack; Notion; Muckrack; Salesforce; Figma; MS Office: Word, Excel, PowerPoint (advanced); report creation experience (advanced); Jira; Google Analytics.

**Volunteering:** Acted as an events manager for Lancaster University Student Council and organised workshops, lectures and career fairs with 150+ attendees. Worked with global businesses like EY, Unilever, P&G, Nestlé and L'Oréal.

**Interests:** Lifestyle blogging and creative content production (photography and video), psychology, sketching.