

Olga Dudina

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Summary

Skills and competencies:

- Creating and implementing marketing strategy, brand awareness and positioning, working with a marketing funnel, and customer segmentation.
- Research and analysis of market trends and competitors to leverage new business opportunities.
- Establishment of the recruiting process; managing marketing teams and freelancers.
- Strategic partnerships establishment, conducting negotiations and company presentations.
- Customer experience optimization
- Building and implementing marketing strategy, personas, and the customer journey.

Experience

Chief Marketing Officer

VirtuSwap

Aug 2022 - Present (1 year 6 months)

- Developing a marketing and project promotion strategy from scratch, including tone of voice, content, rebranding, and hiring a marketing team.
- Managing content across social media platforms and devising a strategy and plan for Telegram, Twitter, Discord, Galxe, DeBank, Zealy.
- Establishing partnerships and integrations.
- Conducting airdrops and giveaways.
- Collaborating with influencers and key opinion leaders (KOLs).
- Co-marketing and collaborations with other projects.

Head Of Marketing

Royale (ROYA)

Sep 2021 - Jun 2022 (10 months)

- Crafting strategies for marketing team
- Managing marketing team and freelancers
- Contributing to marketing and creative brainstorm initiatives
- Identifying and proposing internal/external ideas and initiatives to help promote general awareness of company brand
- Identifying opportunities to reach new market segments and expand market share, establishing partnerships
- Monitoring competition in order to stay up to date on the latest marketing and crypto trends

Project Manager, Marketing consultant

Freelance

Apr 2021 - Jan 2022 (10 months)

Marketing freelance consultant, Project manager

- Marketing strategy, creatives, client success and Project Management for digital marketing agency Noxster (Los Angeles, USA)
- Product Marketing assistant and Marketing consultant for US cyber security company ORock



Marketing Project Manager

Образование в Австрии - Education in Vienna

Apr 2019 - Oct 2019 (7 months)

- Creating and implementing marketing strategy, brand awareness and positioning, working with a marketing funnel, customer segmentation
- Research and analysis of market trends and competitors
- Planning, directing, and coordinating marketing efforts
- Overseeing social media strategy and implementation
- Tracking effectiveness of marketing campaigns and reported findings to the executive team using Google analytics and other analytical tools
- Establishment of the recruiting process, managing the marketing team and freelancers

Head Of Marketing

Sep 2014 - Apr 2019 (4 years 8 months)

- Developing of new benefit plans and modification to existing plans to maintain a competitive position in the market
- Creating social media content for the company, improving visual appearance of company's digital instruments, establishing PR campaigns
- Marketing strategy improvement, analysis of social media presence, engagement, and effectiveness of implemented changes on all platforms
- International partnerships establishment, conducting negotiations and company presentation
- Planning and coordinating online and offline events to increase engagement and brand awareness

Education



Università degli Studi di Milano

Master's degree, Management of Innovations and Entrepreneurship

2019 - Oct 2022

Skills

Management • Marketing • Growth Strategies • Market Analysis • Performance Management • Project Management • Project Planning • KPI • Web Analytics • Email marketing