

**Ekaterina Li**  
**Principal Account Manager**

London, UK | [LinkedIn](#) | +44 7824 995 675 | [ekaterina.k.lee@gmail.com](mailto:ekaterina.k.lee@gmail.com)

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## PROFESSIONAL PROFILE

**Growth Manager in AdTech** with 8+ years of experience driving scalable revenue growth across mobile gaming, fintech, and performance advertising. Currently at Moloco, I lead client strategy for the gaming vertical, acting as a go-to expert on retargeting and incrementality. I've helped scale entrusted UA + Retargeting BoB by ~35% in the first 6 months and led competitive wins, including a \$10K daily retargeting revenue bake-off.

Previously, I managed \$1M+/month portfolios at leading DSPs and as a Senior Sales Manager drove \$40M+ in new volume at Payoneer, consistently exceeding targets across EMEA. I'm known for combining deep performance insight (ROAS, incrementality, lifecycle growth) with strong client leadership, cross-functional collaboration, and executive-level communication. Passionate about building long-term partnerships and turning advertising platforms into true growth engines.

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## WORK EXPERIENCE

### [Moloco](#) – Machine Learning–Powered DSP for Mobile Apps

San Francisco, USA, Jun 2025 — Present

#### Growth Manager (Gaming Vertical)

- **Client Strategy & Retargeting Leadership** – Became a go-to expert for retargeting and incrementality within the gaming pod; helped scale entrusted BoB revenue (UA + Retargeting) by an average of 35% in the first 6 months.
- **Campaign Excellence & Competitive Wins** – Led a successful retargeting bake-off, securing \$10K in daily retargeting revenue (DRR) and positioning Moloco as the preferred partner.
- **Client Engagement & Business Reviews** – Conducting strategic QBRs, delivering actionable insights to key gaming clients and driving account growth through performance transparency and tailored recommendations.
- **Cross-Functional Collaboration & Product Feedback** – Partnering closely with product and data science teams to refine incrementality measurement tools and improve campaign delivery, enhancing client satisfaction and platform performance.

### [Payoneer](#) - leading payment provider,

London, UK, Feb 2024 — May 2025

#### Senior Business Development Manager

- **Business Development & Revenue Growth** - Achieved 230% of my target in Q2 and 130% in Q3, contributing over
- **\$30 million in new volume and consistently surpassing goals.**
- **Client Acquisition & Management** - Brought on board over 50 high-profile businesses, enhancing global payment optimization and resolving critical payment issues.
- **Stakeholder Management & Networking** - Engaged effectively with C-level executives, expanding relationships and influencing key decision-makers across CIS and EMEA markets.
- **Lead Generation & Market Representation** - Generated over 200 leads from conferences in Budapest and Cyprus, while representing Payoneer and expanding industry presence.

### [Remerge](#) - leading mobile DSP platform

London, UK, Dec 2020 — Dec 2023

#### Senior Account Manager to Principal Account Manager

*Specialized in gaming and client management, I notably led the largest EMEA portfolio with over \$1 million monthly revenue, achieved a 98% approval rating, and drove significant client growth for my portfolio.*

- **Client Relationship Management** - Managed the biggest portfolio in EMEA, exceeding \$1 million/month, with key clients based in Israel, Cyprus, UK, and Germany.
- **Gaming Expertise** - Recognized as the best Account Manager in 2021 (with exceeding expectations rating in the following years) with a 98% approval rating, demonstrating specialized knowledge in mobile gaming.
- **Strategic Client Advisory** - Served as a strategic advisor for clients at C-level, significantly growing the largest client by 4-fold and contributing an additional >\$13 million over 3 years.
- **Advertising Campaign Analysis** - Drove campaign optimizations and analyzed complex metrics, ensuring client goals like ROI, ROAS, and Revenue were met.
- **Knowledge Management** - Led gaming guild efforts and created a mobile gaming knowledge base in Confluence, used by teams in APAC, North America, and EMEA.
- **Team Development** - Onboarded and coached 5 account managers, conducting multiple individual training sessions

to enhance team capabilities.

- **Promoted to the position of Principal Account Manager and was supported in relocation to the UK from Germany.**

**Criteo** - an advertising company that provides online display advertisements

Moscow, Russia

Account Strategist

2019 — 2020

*Streamlined business operations, strengthened partner relations, and improved team dynamics, resulting in a notable increase in sales and overall operational efficiency.*

- **Portfolio Management** - Efficiently managed and optimized a portfolio of 300 accounts, using tools and platforms in the Accelerate Department to significantly improve advertiser performance and maximize revenue and margin.
- **Digital Strategy Advisory** - Provided expert advice on clients' digital strategies by analyzing a range of performance metrics and KPIs, ensuring personalized solutions and achievement of client goals (CPO, COS, ROI, ROAS, Revenue).
- **Coaching and Leadership** - Onboarded and managed Customer Engagement Representative, enhancing team skills and performance.
- **Process Improvement** - Collaborated with the finance department to develop a tool that streamlined and facilitated invoicing processes.
- **Sales and Negotiation** - Successfully negotiated and secured an additional budget of over \$300K for the company by pitching and upselling products.

**Reckitt** - Leading FMCG company

Moscow, Russia

Sales & Marketing Associate

2017— 2019

- **Product Launch Management** - Successfully led the full-scale launch of a new AirWick product in Russia, showcasing end-to-end project ownership.
- **E-Commerce Initiative** - Initiated and oversaw the launch of a dedicated product for E-Commerce (ViPoo), demonstrating innovation in digital retail.
- **Sales to Marketing Transition** - Seamlessly transitioned from a traineeship in sales to a role in brand management, indicating adaptability and skill development.
- **Retail Client Management** - Managed the complete business process for X5, the largest Russian retail client, encompassing strategy, marketing, and promotion activities.
- **E-Commerce Growth** - Independently managed and developed the e-commerce branch of Perekrestok.ru, increasing its semi-annual turnover from \$6,000 to \$30,000.

**SCOR** - reinsurance company

Singapore, Singapore

Marketing Intern

2016— 2017

- Created and implemented the plan of marketing activities for Asia-Pacific region
- Successfully coordinated preparation for annual Product Development Workshop (> 60 participants) and preparation of external speaker series of lectures (> 8 countries)
- Engaged in consulting and branding projects with third parties: conducted > 15 interviews with top managers of leading insurance companies in APAC region and helped shape SCOR branding strategy
- Was offered a full-time position in Product Development Department

## EDUCATION

**HEC Paris, 2017**

*MSc in Strategic Management*

**Moscow State Institute of International Relations, 2015**

*BSc in International Economic Relations*

## SKILLS

Leadership, Communication, Teamwork, Problem Solving, Sales, Business Analysis, Analytical Sales Management, Customer Relationship Management (CRM), New Business Development, Social Media Marketing, Business-to-Business (B2B), Digital Marketing, Sales Processes, Sales Operations, Customer Satisfaction, Solution Selling, Direct Sales, Finance, Recruiting, Analytical Skills, Salesforce.com, Marketing Communications,, Market Research, Account Management, Customer Success, Net Promoter Score (NPS), Customer Satisfaction (CSAT), Customer Effort Score (CES), Churn Rate, Project Management, Jira, Confluence, Slack, MS Office, Excel, Google Sheets, Conflict Resolution, Negotiation, Payments, KYC, SWIFT, Business Development, Finance, Banking

**Languages:** English – Advanced; Russian – Native, French - Intermediate

# O Networkio

Помогаем строить международную карьеру: стратегия, резюме и CV, LinkedIn, интервью — до оффера в топовых компаниях и системе ООН.

**500+**

успешных кандидатов  
трудоустроены

**25+ стран**

США, Германия, ОАЭ,  
Великобритания и другие

**Топ-компани**

**и**

Google, Amazon и десятки  
других + система ООН

**ФЛАГМАН**

## Карьерный пакет

Комплексная подготовка к международному поиску: стратегия, резюме/CV, LinkedIn, cover letters и тренировка интервью.

**ФЛАГМАН**

## Менторство

Персональное сопровождение 1:1 с экспертом, прошедшим этот путь, — от плана до оффера. **Возможно менторство с Екатериной**

Отзывы кандидатов — на сайте [networkio.io](https://networkio.io)

## Забронируйте бесплатную консультацию

Telegram: [t.me/networkio\\_career](https://t.me/networkio_career)

Сайт: [networkio.io](https://networkio.io) Услуги: [networkio.io/services](https://networkio.io/services)

## СЛОВО ОТ ФАУНДЕРА



## Екатерина Ли

Founder, Networkio

LinkedIn: [linkedin.com/in/ekaterina-li](https://linkedin.com/in/ekaterina-li)

*«Я построила международную карьеру, пройдя переезды из России в Германию, Великобританию, Сингапур и США, — и сегодня работаю в Кремниевой долине.*

*Networkio я создала, чтобы ваш путь в топовые компании и систему ООН был короче, а решения на этом пути —*

*увереннее.»*

— Екатерина Ли, основательница Networkio