

SAMONOVA ELENA

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https://t.me/El_N0va

EXPERIENCE

More than 15 years of experience in strategic marketing management ranging from web3 and fintech (Visa) to FMCG, in top global blue-chip companies.

EXPERTISE AND PORTFOLIO:

<https://elena-samonova.notion.site/Hey-I-m-Elena-cf4396500dee4840a2f2d5148aafeea0>

2022-current [Rubic.exchange](https://rubic.exchange) | Georgia, Remote

Chief Marketing Officer

- Development and execution of marketing and growth strategy, managing a team of 3-6 people
- Implemented Rubic's repositioning and rebranding to communicate its updated value proposition and product benefits through all communication touchpoints
- Forged partnerships with leading blockchains, dApps, and web3 growth tools to facilitate Rubic's growth as a business and as a community (zkSync, Litecoin, Polygon, TON foundation, Syncswap, 1inch, Symbiosis, deBridge, Celer, XY Finance, Galxe, Linea, Mantle, Layer3, Intract, etc.)
- Socials, content management, promotions, influencers, direct advertising, SEO, ambassadors, community building and opinion management, etc.

Achievements:

Monthly Active Users grew from 4,000 in Sept 2022 to 20,000 in December 2024; transactions [increased 97% YOY in 2024, volumes by 82%](#); [CryptoRank recognized us among the top DeFi projects for 30-day user growth](#), Rubic got into the [top 30 on DappRadar's list of top DeFi Apps](#).

[Messari Report](#) on Rubic, Messari [Rubic's Q4 Report](#).

Community Growth:

- Twitter followers grew **from 23K to 215K** over 1.5 years.
- Discord: from 2K to 25K over 1.5 years.
- Medium: from 900 to 5K followers.
- Warpcast: 18K followers.

2021-2022 Crypto/ DeFi/ web3 projects | Turkey/Georgia, Remote

Marketing Advisor

- Consulting web3/ DeFi/ NFT projects on Marketing and Communications strategy – growth strategy, sizing business opportunity, target audience analysis (finding insights, value propositions, key messages), media and social strategies: [Rubic.exchange](#), various NFT projects, and artists (<https://opensea.io/collection/forest-of-the-soul>, <https://www.dao-art.com/>, Giant Stride Kas).

2019-2020 [Tsentsiper](#) |

Business Design Director

- Business development: pitched and developed product and service design proposals

2018-2019 [Fyodor Pavlov-Andreevich Studio](#) | Performance artist based in Brazil/ Moscow/ London

Studio Director, Curator

- Curated several solo and group artistic projects in Russia and abroad (Brave seven, Here and Now, 2018, Manezh, Moscow; Decorative Sacredness, Gazelli Art House, London, UK)

2011-2017 [Visa International](#)

FIFA Marketing Lead, Senior Director, 10.2016 – 01.2017

- As a Global Sponsorship Taskforce member, developed a global Visa sponsorship brand platform and Visual Identity
- Led Visa Marketing strategy for FIFA Russia & CEMEA Centre of Excellence for Affluent marketing

Head of Marketing Russia, 08.2013 – 09.2016

- Development and execution of a long-term strategy building preference of Visa vs cash - to a mass audience, affluent audience, travelers, and early adopters.
- Growing and managing the department of 10-13 people retaining key team members and adjusting the dept. structure to business needs
- Cross-functional development of Visa Russia 5 year strategic plan

Achievements: Marketing ROI improved 4 times; Brand Preference +17% in Q3FY16; [Top 5 most creative advertiser 2014](#) (Sostav, AKAR) & Best marketing in Finance 2013 (Marketers Guild), Sochi campaign [shortlisted for Webby awards](#).

Brand Director, 08.2011 – 07.2013

- People management (team of 5), budgeting, agency management

- Marketing strategy, communication development, Global (Olympic Games, FIFA) and local sponsorships activation, media-planning
- Market research, competitor monitoring, consumer insights, and brand analytics

Achievements: Changed marketing department structure, marketing plan (fewer but bigger), media deals improved by 30% (for \$XXM budget); Top country globally in Brand equity 2013.

2010-2011 [Unilever](#), Russia

Marketing Manager Lipton - Brand Building Foods – Russia and Belorussia

- Responsibility for the Lipton brand P&L (\$XXM, over 50% of Unilever Foods turnover), Budgeting
- Development & implementation of annual & long-term (3-5 years) marketing plans
- Consumer research & insights, innovation projects (developing new brands and products)
- Brand & business analysis, portfolio management, sales forecasting; pricing, and distribution strategy
- People management (4 direct reports); leadership of cross-functional teams

Achievements: Reversed negative trend in market share, reaching the highest share levels ever, thanks to the new product USP and [integrated marketing campaign with Pierce Brosnan](#).

2005-2010 [Schwarzkopf & Henkel](#), Russia

Marketing Manager Belorussia (all Schwarzkopf cosmetics - hair care, colorants, styling, body & bath, skin, more than 15 brands), 11.2009 – 10.2010

Senior Brand Manager (Hair Styling category – Taft; got2b; Syoss, GK styling; 2 subordinates, responsible for 20% of company turnover), 07.2007 – 10.2010

Brand Manager (Hair Styling), 01.2006 – 06.2007

Junior Brand Manager (Hair Styling), 01.2005 – 12.2005

Achievements: Total Schwarzkopf styling strengthened its #1 position and market share increased from 29% to 34% in 4 years; Developed marketing strategy for Belorussia and doubled investments into the business, which resulted in over 30% sales growth.

EDUCATION

2014 – 2016 Russian State University for Humanities - Masters course,
Visual Media Arts

2002 University of Surrey, UK - Department of Languages, Law and
International Relations

1999–2003 Moscow State Institute for International Relations
(MGIMO-University) - BA in Political Science + International Economics

English - fluent, German – intermediate, Georgian - intermediate, Russian -
native