

FIRST LAST

OBJECTIVE

Russia. Willing to relocate. Need visa sponsorship • +1 (xxx) xxx xxxx •xxxxxx@gmail.com • Lnkdn

PROFESSIONAL EXPERIENCE

Lyft, Global

Jun 2019 – Present

Chief Marketing Officer, Ride sharing

- Led the marketing for the ride sharing service in XX countries including UAE, Ghana, Cote d'Ivoire, Zambia, Finland, Israel, and others (taxi, quick commerce, 15 minutes grocery and food delivery, scooters)
- Managed geographically dispersed teams (Dubai, Chile, Finland, etc.) to go an extra mile and deliver the best results
- Developed and executed a comprehensive marketing strategy for the Taxi that drove user acquisition and retention across 20 countries (MENA, West and Central Africa, LATAM, Europe), resulting a 100% increase in the user base YoY
- Successfully launched second brand as a source of scaling market share, as the result - reached the #1 position on the highly competitive market
- Implemented data-driven marketing initiatives that improved customer segmentation, targeting, and personalized messaging, resulting in a 20% increase in conversion rates
- Launched and managed several successful marketing campaigns, including a cashback promotion and referral program that resulted in a +25% increase in new users increase

Discovery Ventures, Nigeria

July 2017 – March 2019

Head of Growth, Social communication apps

- Led development and all marketing activities for the company's 15 brands and 38 applications (iOS, Android, Samsung, Amazon)
- Defined mobile (apps) marketing and development strategy - target markets, audience, key messages, partners, etc.
- Launched strategies for 6 new brands
- Identified new trends, market insights, key market players and trendsetters
- Ensured the launch of 30+ apps, which brought the company up to 60% GMV

EDUCATION

Resume Worded University, San Francisco, CA

May 2008

Bachelor's Degree in Business Administration

SKILLS

Customer Satisfaction • Customer Relationship Management (CRM) • Zendesk •
Salesforce • Team Management