



# ARTEM GLAGOLEV

HEAD OF MARKETING /  
MARKETING OPERATIONS DIRECTOR

## ABOUT ME

Head of Marketing with extensive experience in the fintech and crypto industries. Proven expertise in leading marketing teams, developing strategic campaigns, and driving brand growth in B2C markets. Adept at increasing customer acquisition and retention through data-driven strategies and innovative marketing solutions

## WORK EXPERIENCE

Jan 2024 — Present



**Launched an innovative co-branded top-up product with Binance**

+XX% in Customer Base (NDA)



**Implemented task-management systems into the marketing department**

+20% in Department Performance  
-50% in Employee Turnover Rate

**Head of B2C Marketing**

Blackcatcard / Gzira, Malta (Remote)

- Lead the B2C marketing department, overseeing strategy development and execution across multiple channels.
- Manage a team of marketing professionals (media-buyers, designers, SEO, developers, etc.), fostering a collaborative and high-performance culture.
- Develop customer acquisition and retention strategies to expand market share and enhance customer loyalty.
- Collaborate with cross-functional teams to align marketing initiatives with business objectives and product development.

Feb 2021 — Jan 2024



**Launched an Ambassador program**

+15% ROI in User Acquisition  
+5-8% in Customer Base (monthly)  
+33% in Retention Rate (new clients)



**Revamped the client registration flow**

+100% in CR to account opened

**Senior Marketing Manager**

Blackcatcard / Gzira, Malta (Remote)

- Oversaw the planning and execution of comprehensive marketing campaigns across digital platforms.
- Analyzed market trends and consumer behavior to identify growth opportunities.
- Managed marketing budgets, optimizing spend to maximize ROI across all channels.
- Built and maintained relationships with key stakeholders, including partners, vendors, and media outlets.

Aug 2019 — Feb 2021

**Business & Technical Manager**

Sun System / Moscow, Russia (On-site)

Dec 2018 — Aug 2019

**Line Production Manager**

Ego / Sheffield, UK (On-site)

## SKILLS

Strategic Marketing Planning

CRM Systems (Zoho, Asana)

Project Management

Budget Management

Agile Management

Data-driven Decision Making

Leadership & Team Management

Brand Development & Positioning

Communication & Presentation

Content Creation (scripts/visuals/audio/web)

MS Office + Google Workspace

## EDUCATION

BSc (Honours)

**International Hospitality and Tourism Management**

Sheffield Hallam University (UK)

2015 — 2019

## LANGUAGES

Russian Native

English C2

Spanish A2

Serbian A1

## REFERENCES

Will be provided upon request