Artem Glagolev

Head of B2C Marketing

Fintech, performance marketing, websites. Belgrade, Serbia

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I run B2C marketing at Blackcat, a European fintech app, and lead a team of media buyers, designers, SEO specialists and developers. I rebuilt the sign-up flow and doubled conversion to an opened account, launched a co-branded product with Binance and an ambassador program. Since 2026 I also build websites and run ads for businesses in Belgrade.

×2
sign-up to opened account conversion after the new registration flow

Binance
co-branded top-up product launched together

−50%
staff turnover and +20% department performance after task management

15
websites for Belgrade businesses, three languages each

Experience

Jan 2024 - now

Head of B2C Marketing

Blackcat (Blackcatcard until 2025)

European fintech app: euro accounts, cards and crypto. Remote, the company is in Malta.

- Head the B2C marketing department: strategy and execution across all channels
- Lead a team of media buyers, designers, SEO specialists and developers
- Own acquisition and retention: who comes in and why they stay

Co-branded top-up product with Binance
Customer base growth: figures under NDA

Task management in the marketing department
+20% performance, −50% staff turnover

Feb 2021 - Jan 2024

Senior Marketing Manager

Blackcat (then Blackcatcard)

- Planned and ran campaigns across digital channels and managed the budgets
- Moved spend to the channels with the best ROI
- Worked with partners, vendors and media

New client registration flow
×2 conversion to an opened account

Ambassador program
Growth in acquisition ROI, customer base and retention: figures under NDA

2026 - now

Websites and ads for local businesses

Own practice (Belgrade)

- 15 websites for businesses in Belgrade, each in Serbian, English and Russian
- New site first, payment at launch; a speed comparison with the old site for each
- Google Ads, Meta Ads and TikTok Ads for local clients

Aug 2019 - Feb 2021

Business & Technical Manager

Sun System (Moscow)

Dec 2018 - Aug 2019

Line Production Manager

Ego (Sheffield, UK)

Skills

Marketing

Strategy and planning
Acquisition and retention
Brand and positioning
Budgets and ROI

Ads

Google Ads
Meta Ads
TikTok Ads
Data-driven decisions

Team and tools

Team leadership
Agile, project management
Zoho CRM, Asana
Google Workspace, MS Office

Content and web

Scripts, visuals, audio
Websites in three languages
Presentations

Languages

Russian, native
English, C2
Spanish, A2
Serbian, A1

Education

BSc (Honours)
International Hospitality and Tourism Management
Sheffield Hallam University, UK, 2015-2019

References on request.