

ANNA AMELINA

B2B Product Marketing Manager
Remote | stalevarova@gmail.com

SUMMARY

B2B product marketer with 8+ years in SaaS across application security, DevSecOps, hospitality tech and fintech. Professionally build and execute marketing strategy: positioning, messaging, SEO and content, channel launches, sales enablement and funnel analytics. An adept of Jobs-to-be-Done (JTBD) approach to translate complex technical capabilities into messaging for decision making roles.

EXPERIENCE

Chief Marketing Officer (CMO) Jul 2025 – Present
B2B SaaS, Application Security

- Relaunched the website end to end with new positioning and page structure, growing key conversion events 213% in 6 months (GA4).
- Rebuilt product positioning with the JTBD framework, translating key product capabilities for the ICPs.
- Built an in-house SEO and content engine that replaced external agencies, scaled content output 3.3x and grew organic traffic 138% in 4 months.
- Delivered a complete sales enablement kit (customer case studies, competitive battlecards, one-pagers, sales decks, playbooks) and an ongoing competitive intelligence process for the AppSec market.
- Replaced fragmented reporting with transparent sales funnel dashboard that tracks inbound & outbound leads, conversion CR-CR1, CAC, ARPU.

Lead Marketing Manager Mar 2024 – Jun 2025
B2B Hospitality SaaS for hotels

- Built an internal launch framework that takes a new channel from hypothesis to a repeatable process in 4 weeks, and used it to launch 8+ acquisition channels within one year.
- Successfully tested and scaled webinars and cold email outreach channels, bringing a stable incoming lead flow to enable sales team.
- Built a data-driven process for collecting, visualizing and analyzing post-sale customer interactions.
- Co-built an end-to-end funnel dashboard covering key stages, including those beyond marketing and sales.
- Set up standard processes for external contractors, database procurement and communication flows.
- Delivered a successful email marketing strategy, built for segmentation and reactivation campaigns.
- Delivered a structured competitor analysis based on purchased access to key competitor products, and turned it into marketing collateral.
- Developed a 360-sales enablement kit, that included ICP-segmented presentations, competitive analysis, use cases, success stories and other collateral materials to support sale

Product Marketing Manager Jun 2021 – Mar 2024
B2B SaaS, Cybersecurity (DevSecOps and Penetration Testing)

- Launched 2 B2B products to market end to end: ran JTBD interviews with customers on how they buy, built positioning and customer journey maps from them, relaunched the website and product pages, and equipped sales with a full kit (presentations, one-pagers, guides, competitor comparisons, use case visuals).
- Tested and scaled acquisition for both products through Google and Linkedin Ads: set up A/B testing of headlines, landing pages and creatives, kept a hypothesis backlog and moved budget to the winning variants based on regular reporting.
- Built outbound and owned channels: LinkedIn outreach with a 20%+ open rate and 3% reply rate, a relaunched email strategy that lifted open rates to 20-25%, and growth of the company LinkedIn page and a personal brand on LinkedIn.
- Ran marketing operations 360: managed SEO, website, development and design contractors through written briefs and delivery control, and introduced regular marketing reporting that leadership used for decisions.

Digital Marketing Manager Dec 2019 – Jan 2021
B2C Fintech Mobile Game

- Scaled paid user acquisition to 100,000 installs in 3 months through TikTok Ads at a $1 CAC: built install-focused hypothesis testing across Facebook, Google, TikTok, Twitter, Reddit, Unity Ads and other ad networks, set up AppsFlyer tracking and moved budget based on channel performance analysis.
- Built influencer marketing as a full-cycle channel: creator selection, negotiation, scripts and native placements, with reporting on reach, installs, engagement and CPL.
- Launched the product on Product Hunt: profile, copy, visuals, timing, mentor outreach and launch-day support.
- Shaped the brand voice and creative production: ran Twitter, Instagram, TikTok and in-app channels, wrote creative briefs for design and A/B tested creatives, landing pages and messaging.
- Connected marketing with product: set up a feedback loop that turned Reddit user input into content and feature ideas, and aligned feature messaging with product and engineering.

Marketing Manager / Creative Producer Jul 2017 – Sep 2019
Hospitality Project

- Built and executed the social media strategy, including visual content and ad campaigns.
- Delivered SEO optimization for organic traffic.
- Set up content production from concept through shoot to publication, coordinating photo and video shoots and creative teams.
- Managed offline events and partner collaborations.

EDUCATION

Bachelor's Degree in Marketing Management, 2020

CERTIFICATIONS AND COURSES

- Marketing Analytics, Coursera 2025
- B2B Cold Email Outreach 2024

- Google Analytics, Google 2020
- Content Strategy 2019
- Professional Copywriting 2018

CORE SKILLS

Marketing: Product Marketing, Go-to-Market (GTM) Strategy, Positioning and Messaging, Jobs-to-be-Done (JTBD), Customer Journey Mapping (CJM), Website Relaunch, Conversion Rate Optimization (CRO), Sales Enablement, Competitive Intelligence, Competitive Battlecards, Product Launch, Content Marketing, SEO, Demand Generation, Lead Generation, Email Marketing, Audience Segmentation, LinkedIn Marketing, Influencer Marketing, Partner Marketing, Webinars, Cold Email Outreach, Paid Acquisition, User Acquisition, A/B Testing, Hypothesis Testing, Funnel Analytics, Web Analytics, Marketing Metrics, Market Research, Customer Interviews, Copywriting, Vendor Management, Cross-functional Collaboration

Tools: HubSpot, Bitrix24, Mailchimp, Unisender, Smartlead, Google Analytics, Google Ads, Microsoft Clarity, AppsFlyer, LinkedIn, Figma, Figma Slides, Google Suite, Microsoft Suite, Notion, Miro, Jira, Adobe Suite, ChatGPT, Gemini, DeepSeek, Claude, GitHub, Netlify