CV · OCTOBER 2026

ROMAN KARPENKO

MARKETING

AND DIGITAL DEVELOPMENT

A puzzle that changes right in your hands. I solve it so that marketing, sales, service and accounting come together into one system.

LOOKING FOR

Full ownership of marketing and digital development with a direct impact on revenue, in a growing startup or a corporate business unit.

EMAIL go@romankarpenko.com
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CASES romankarpenko.com/en/cases

20+	200+	$10M+	6	38
years in marketing	ad campaigns	in budgets managed	countries and markets	digital products through AI engineering

EXPERIENCE

Lekom — IT company, B2B services

HEAD OF MARKETING AND DIGITAL DEVELOPMENT · SINCE FEBRUARY 2025

0 → 1 Built the marketing department from scratch: strategy, team, goals, analytics.

38 digital products and systems through AI engineering, from task to production by agents, without a development department.

Commercial director's dashboard, sales funnel, contact center, client portal, NPS surveys, consumption forecast.

16 websites rebuilt from scratch, 10 already live: lekom.ru, hpservice.ru, картридж.рф, lekomscan.ru and others.

All 38 products with descriptions

Pyrus — low-code BPM platform, SaaS

HEAD OF MARKETING · 2023–2024

+55% year-over-year revenue growth: positioning, ABM, new channels.

×10 community growth in 10 months.

100K+ content views: 100+ training videos and articles, 20 events.

Infobip — communications platform, SaaS

HEAD OF MARKETING, EURASIA · 2021–2023

+185% brand awareness growth in the region in one year.

×6 lead quality: MQL → SQL conversion at 5× lower cost.

1 hour to first contact with a lead instead of days.

6 countries: marketing infrastructure from scratch — team, agencies, processes.

Infobip Privacy Forum with Forbes: over 7 million unique reach; a series of integrations on Kommersant FM.

Forbes interview · Forbes Privacy Forum · Kommersant

SIX FACES

Not a list of skills but six planes of one task: they only work together.

- **Strategy** — Positioning, choice of markets, priorities for the year.
- **Communications** — Campaigns, brand platform, media relations.
- **Analytics** — Metrics, funnel, dashboards, attribution.
- **Product marketing** — Go-to-market, packaging, value for the segment.
- **Leadership** — Team, processes, goals, relationships with adjacent departments.
- **Digital & martech** — Channels, tools, automation, AI engineering.

PRINCIPLES

People at the center of strategy
Behind every purchase there is a person: a user or a decision-maker.

Build, don't just promote
A system where growth is repeatable.

AI as part of the team
An everyday tool, not an experiment.

EXPERIENCE, CONTINUED

Independent consultant — strategic marketing

2020–2021

Brand strategies: IT — Yandex, Sber, Rambler; pharma — AnviMax; fashion.

Anytime Prime — premium cars by subscription, a Delimobil project

BRAND DIRECTOR · 2019–2020

×2.5 app user base and ARPAU; average order ×2.

−88% acquisition cost.

×2 conversion from app install to a ride.

Special projects: Coffeemania, The Village, Jeep, Forbes, VC.ru, Chess & Jazz. Internal systems data, AppsFlyer and Google Analytics in one Power BI dashboard.

HMD Global / Nokia — Nokia smartphones

HEAD OF PRODUCT MARKETING · 2017–2019

25 smartphone market launches.

3 partner brands for unconventional campaigns: Disney, Lay's, Cheetos.

New Star Camp sponsorship, marketing materials for retail staff and partners.

Nokia @ New Star Camp 2018

Microsoft — Office 365, Windows, Lumia, Surface

HEAD OF 360 MARKETING & DIGITAL · 2011–2017

$10M+ B2C campaign budget in the Russian market.

+246% Office 365 sales plan exceeded at the launch for schoolchildren's families: one idea across all channels.

×2 social media growth: fan base and engagement.

0 compliance incidents in 6 years.

Microsoft × Disney collaborations, fashion and B2B projects; technology sponsorships on TV channels, four annual media deals: TV, digital, outdoor.

Microsoft × Disney · Office 365 · Windows 8, video

BBDO / DDB / Dentsu — advertising agencies

STRATEGIC DIRECTOR · 2006–2011

200+ ad campaigns for Beeline, Volkswagen, Mercedes-Benz.

8 strategic Volkswagen projects: positioning of the entire model portfolio, market launches of Polo Sedan, Touareg and Scirocco, the Amarok, Crafter and Multivan B2B line and the CarePort service.

178 Beeline briefs and launches in Russia and six CIS countries.

Communication strategies for Johnson & Johnson, Cirque du Soleil's entry into the Russian market.

Strategy cases

IN PUBLIC · RUSSIAN-LANGUAGE MEDIA

How to build relationships with consumers in the "new normal"
Forbes, video and text

Digital dialogue: a new form of brand life
Forbes Business Agenda

Infobip business dinner: a brand's digital dialogue with customers
Forbes Business Agenda

Cloud communications platform · digital transformation
Kommersant FM, "Tech in Action"

Growing a star: five steps to a successful product launch
VC.ru

Internet technologies for the communication tasks of traditional business
Internet Marketing, No. 4, 2004

28 articles on finance and IT
Vedomosti, 2003–2008

EDUCATION

RANEPA, Graduate School of International Business
MBA in Marketing (coursework completed)

Institute of Socio-Economic Problems, Russian Academy of Sciences
postgraduate studies

Russian State University for the Humanities
economist, international business

ABM B2B Marketing Strategy, 2022
plus training in branding, media planning and analytics at Microsoft, BBDO, DDB

TOOLS

Power BI · Yandex Metrica · Google Analytics · AppsFlyer · AppMetrica · Claude Code · GPT · Gemini · Gemini Notebook · Grok · n8n · Midjourney · Flux · Veo 3 · Kling · Adobe AI · Figma · Canva · Miro