

MARIIA SHEKHIREVA

E-mail: mariia.shekhireva@gmail.com

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Summary

14 years of growth marketing for complex products - from industrial automation to edtech to insurance - where channels, analytics and strategy have to work harder than usual. I combine traditional marketing craft (user focus, deep digital channel knowledge, market research, analytics and CRO) with behavioral science, experimentation, and a user research approach I call marketing method acting: deeply inhabiting the customer's perspective to inform strategy, messaging and channel decisions. I see marketing as a bridge between company and buyer - and building that bridge requires as much internal collaboration as it does channel expertise.

Education and continuous learning

- 2026 **MIT xPRO:** Systems Thinking
- 2024 **Reforge membership:** Advanced Growth Strategy, Marketing Strategy
- 2023 **MAD//Masters by Rory Sutherland (Ogilvy):** Creativity, innovation and behavioral science
- 2022 **d.MBA:** Business strategy course from user-centered design perspective
- 2021 **Section4:** Brand Strategy Sprint
- 2021 **CXL Institute:** Growth Mini Degree
- 2020 **CareerFoundry:** Intro to Data Analytics
- 2020 **SQL Habit:** Advanced Product and Marketing analytics with SQL
- 2018 **CXL Institute:** Digital Psychology & Persuasion Mini-Degree
- 2008-2011 **Stockholm School of Economics in Riga:** BSc in Economics and Business Administration

Experience

2024 - now **Senior Growth Marketing Manager | Feather Insurance (Berlin/Germany)**

Leading SEM and paid growth strategy for a subscription-based digital insurance startup. Covering day-to-day channel management and strategic initiatives simultaneously

- ◆ Owned Google, Meta, Tiktok strategy for multi-market expansion across Germany, France and additional EU markets
- ◆ Developed a market validation framework in collaboration with local country teams
- ◆ Built a multi-angle ROAS dashboard with the data team, turning the existing ROAS framework into an actionable, company-wide metric used for budget and scaling decisions
- ◆ Led end-to-end brand campaigns across multiple channels - from briefing and agency management to cross-functional coordination, launch, ongoing campaign management
- ◆ Conversion tracking ownership and analytics infrastructure development with the data team
- ◆ Built effective working relationships across data, design, ops and country teams to create shared tooling, campaign briefing processes and market launch frameworks

Outcomes: built France into one of the top-performing markets from scratch; validated 5 additional EU markets through structured testing; 3x MRR growth for new markets in Q1 2026 with stable / growing ROAS.

2022 –2023 **Growth Marketing Lead | d.MBA (remote) - Freelance, 1 year contract**

Sole marketer responsible for full marketing strategy and execution.

- ◆ KPI planning, setting, and reporting
- ◆ Marketing channels: SEO, Paid Search and Social, CRM and email
- ◆ Website CRO (Squarespace) and tracking maintenance
- ◆ Hiring and training a permanent marketing manager to hand over all tasks

Outcomes: 10% sales growth, 90% y-o-y growth in new leads generated.

2018 –2022 **Head of Performance Marketing | CareerFoundry (Berlin/Germany)**

Built and led a 5-person performance marketing team (Performance, CRO, SEO, Data) from scratch. Owned strategy across all major paid channels with a 7-digit yearly budget.

- ◆ Built channel strategy from scratch, identifying and prioritising the highest-ROI mix across SEM, Paid Social and Display
- ◆ Established tracking, attribution, and reporting infrastructure from the ground up
- ◆ Drove CRO experimentation and technical SEO initiatives, including A/B testing across landing pages and conversion funnels
- ◆ Stakeholder management across Editorial, Creative and Data teams

Outcomes: 15x budget growth over 3 years with stable CPA and 60% yearly growth target; performance team grown from 0 to 5.

2017 –2018 **Senior Marketing Manager (B2B) | E+H Digital Labs / Visaya (Berlin/Germany)**

- ◆ Defined growth marketing strategy and executed SEM and Paid Social for a range of industrial automation products
- ◆ Trained interns and freelancers in PPC, SEO, digital analytics and CRO

2014 –2018 **Independent Growth Marketing Consultant | Freelance**

Selective engagements with Berlin and European startups and scaleups across analytics setup, paid channel strategy, and SEO.

Key outcomes: 50% CPA reduction (wedding e-commerce, UK), two sold-out cohorts via Paid Social, multiple analytics and attribution setups built from scratch.

2015 –2016 **Growth Marketing Manager (B2B) | Sonarworks (Riga/Latvia)**

SEM, display and retargeting campaigns, email marketing, GA setup, website redesign project

2014 –2015 **Co-founder and Operations Manager | UCORS (Riga/Latvia – Edinburg/Scotland)**

Co-founded and operated an early-stage startup across product, partnerships and fundraising

2011 –2014 **SEM Account Manager | 77Agency (Riga/Latvia – London/UK)**

Managed paid search and social campaigns for Estée Lauder brand portfolio targeting the UK market. Average yearly budget: £1.2M.

Tools & Platforms

Google Ads, Google Tag Manager, Google Analytics, Meta Ads, LinkedIn Ads, Bing Ads, TikTok, ASA, Hubspot, Supermetrics, Hotjar, Ahrefs, SEMRush, BigQuery, Redash, Metabase, WordPress, Squarespace.

Language skills

English: fluent (C2); German: beginner // Estonian: intermediate // Russian: fluent

Hobbies

Film photography, bouldering, psychology.