

MARIIA SHEKHIREVA

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[LinkedIn profile](#) + [recommendations](#)

Education

- 2024 **Reforge membership:** Advanced Growth Strategy, Marketing Strategy
- 2023 **MAD//Masters by Rory Sutherland (Ogilvy):** Creativity, innovation and behavioral science in marketing.
- 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 **Senior Performance Marketing Manager | Feather Insurance (Berlin/Germany)**
Responsible for all paid marketing efforts, starting from strategy and planning to implementation.
- 2022 –2023 **Growth Marketing Lead | d.MBA (remote) - Freelance, 1 year contract**
Leading all marketing efforts. Responsibilities include:
- ♦ KPI planning, setting, and reporting.
 - ♦ Marketing channels: Search Engine Marketing, organic and Paid Social, content, CRM and email
 - ♦ Website updates (via Squarespace) and tracking maintenance.
 - ♦ Hiring and training a permanent marketing manager to hand over all tasks.
- Outcomes: 10% sales growth (based on one intake/sales period), 90% growth in new leads (y-o-y), 70% growth in social media following.
- 2018 –2022 **Head of Performance Marketing | CareerFoundry (Berlin/Germany)**
- ♦ Developed the strategy across all major performance marketing channels, including Search Engine Marketing, Paid Social, and Display. Responsible for 7-digit yearly budget.
 - ♦ Set up tracking, data collection, and reporting.
 - ♦ Responsible for experimentation (CRO) and technical SEO initiatives.
 - ♦ Team leadership and hiring: CRO, SEO, Data and Performance Managers.
 - ♦ Collaboration processes and stakeholder management with Editorial, Creative and Data teams.
- Outcomes: scaled performance marketing budget 15x in 3 years with stable CPA and 60% yearly growth targets; grew performance team from 0 to 5 members, established tracking and attribution setup.
- 2017 –2018 **Senior Marketing Manager (B2B) | E+H Digital Labs / Visaya (Berlin/Germany)**
- ♦ Defined the growth marketing strategy, planned and Search Engine Marketing and Paid Social for a range of industrial automation products.
 - ♦ Trained interns and freelancers in specialized marketing disciplines, including SEO, digital analytics and CRO.

2014 –2018 **Online Marketing Consultant | *Freelance***

Honeypot.io (Berlin/Germany) – 2 months contract

Outcomes: analytics setup including GA, GTM and Power BI; all ad accounts restructured and optimized (Google and Bing ads, LinkedIn, Facebook, Quora and Reddit ads); onboarded and trained a new performance marketing specialist to hand over.

FitAnalytics (Berlin/Germany)

Outcomes: GA setup, Technical SEO audit and recommendations, Editorial SEO strategy.

Bulkin Studio School of Creative Art Photography (Berlin/Germany)

Social media campaigns to attract students for the art photography course.

Outcomes: filled 2 cohorts.

Katya Katya London (London/UK, remote)

Management of Google Ads and Facebook campaigns targeting the UK market's wedding dress market. Outcomes: 50% decrease in CPA.

ECommPay (Riga/Latvia)

Google Ads account review and training for the Marketing Department.

Outcomes: Google Ads launched by the in-house marketing manager under my supervision.

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

Search Engine Marketing, display and retargeting campaigns, email marketing, Google Analytics setup, and management of the website redesign project.

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

Responsible for all aspects of startup development, including search and close cooperation with strategic partners (IT, copywriting, legal); website product ownership; investor relation management; fundraising, marketing strategy and testing.

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

Search Engine Marketing (Google and Bing), Shopping campaigns and Paid Social account management for a portfolio of brands owned by Estee Lauder company, targeting the UK market. Average yearly budget: £1.2M.

Certifications and tools

SEM	Google Ads Search Certification, Bing Ads Accredited Professional (Microsoft)
Analytics	Google Analytics Certification, SQL Habit; CareerFoundry Intro to Analytics
Tools	Google Ads/Google Ads Editor, Google Analytics, Hubspot, Supermetrics, GTM, Facebook ads, LinkedIn Ads, Bing Ads, Mailchimp, Hotjar, WordPress, Squarespace, Ahrefs, SEMRush. Redash, BigQuery, Metabase.

Language skills

English: fluent (Cambridge Advanced certificate C2); German: beginner // Estonian: fluent // Russian: fluent

Hobbies

Photography, bouldering, mobility and other sports, learning how to play piano.