

Contact

www.linkedin.com/in/tgolubeva
(LinkedIn)
www.tgolubev.com (Personal)

Top Skills

Marketing Strategy
Marketing Research
Product Development

Languages

German (Professional Working)
English (Native or Bilingual)
Spanish (Professional Working)
Russian (Native or Bilingual)

Publications

Understand Russia

Tatiana (Tanya) Golubeva

International Marketing/Business Development Executive
Buenos Aires, Buenos Aires Province, Argentina

Summary

International Marketing executive with experience in a range of industries such as entertainment, hospitality, retail, consumer banking, CPG, etc. Very entrepreneurial - established and managed own marketing communications agency for 9 years. At the same time has strong management experience at the company side. Open for the International business development, marketing and management opportunities.

Specialties: Marketing strategy, marketing communications, planning and conducting full scale advertising campaigns (both ATL/BTL and Digital), developing and launching brands, developing brand positioning, marketing research, new product development and ROI measurement

Experience

Angara Global

2 years 6 months

Senior Global Communications Director

November 2021 - Present (1 year 10 months)

Buenos Aires, Argentina

Communications Consultant

March 2021 - October 2021 (8 months)

Buenos Aires, Argentina

MBA UC

Visiting Professor of Marketing

November 2020 - Present (2 years 10 months)

Santiago, Chile

Entertainment Marketing

Universidad de 'San Andrés'

Professor Of Marketing

February 2020 - Present (3 years 7 months)

Buenos Aires, Argentina

Entertainment Marketing, Consumer Behavior, Marketplaces and Retail Media

Marketing Consulting & Business Development

Independent consultant

October 2018 - October 2021 (3 years 1 month)

Buenos Aires

Deezer

Head of Russia & CIS

August 2016 - July 2018 (2 years)

Moscow, Russian Federation

Deezer is one of the largest music streaming services worldwide. We offer more than 53 million tracks in over 180 countries.

Responsible for all operations in Russia & CIS.

Claustrophobia

Strategic Marketing Advisor

May 2016 - October 2016 (6 months)

Клаустрофобия - квесты в реальности (phobia.ru)

Claustrophobia - escape rooms (claustrophobia.com)

Market leader in escape rooms industry worldwide.

Innovations include various formats of reality games (escape rooms, performances, arcade games, entertainment parks etc.)

Microsoft

1 year 10 months

Country Manager Russia/Head of Russia, Baltics & Nordics, MixRadio

November 2014 - March 2016 (1 year 5 months)

Moscow

MixRadio originated from Nokia Music which transferred to the Microsoft Smart Devices Group in April 2014 before being sold to Line Corporation and set up as a subsidiary in April 2015. MixRadio was a global ad funded, free to consumer music streaming service on iOS, Android, Windows Phone and web and was live in 31 markets across Americas, Europe and Asia Pacific regions. Originally only available on the Windows Phone platform on Nokia/ Microsoft devices it reached 100,000 downloads a week after its launch on iOS

& Android in May 2015 and soon reached over 5 million downloads through the Google Play store alone. <https://en.wikipedia.org/wiki/MixRadio>

Main Responsibilities:

- Management of all operations of MixRadio in Russia and, for some time in Baltics & Nordics region
- Accountable for user acquisition growth, engagement and retention, P&L, marketing, budget, business development and sales with brand partners
- Hands-on management of editorial and social media content creation, PR& marketing campaign planning & execution, participation in music festivals, building relationships with music labels and celebrities

Entertainment Lead Russia & Eastern EU, Microsoft Mobile Oy
June 2014 - October 2014 (5 months)

Moscow, Russia

Paradigm Investments (Private Equity Fund)

Executive Marketing Director

July 2012 - May 2014 (1 year 11 months)

Moscow, Russia

- Involved in marketing aspects of Fund activities ranging from evaluating potential investments to overseeing marketing function of several companies from Fund's portfolio:
- Chocolate company (premium segment), in charge of all marketing aspects for the product line – from New Product Development, to packaging design, trade marketing (in-store displays and BTL activity) and marketing communications strategy and execution (includes developing online presence: web site, social media marketing, online advertising campaign, setting up PR function, planning and conducting integrated campaigns)
- Online furniture/home décor store - includes development of brand, marketing and marketing communication concept and marketing research

Freelance consulting projects

Marketing Consultant

January 2012 - May 2014 (2 years 5 months)

- Conducted qualitative marketing research study for a new retail product(jewelry) for teenage girls
- Developed marketing strategy for one of the leading manufacturers of Halal meat products in Russia and supporting the execution of marketing program

- Conducted marketing audit, marketing research and designed marketing strategy for an innovative retail project, which involved sales via catalog with delivery to kiosks nationwide
- Designed mission/vision/positioning strategy for a Moscow destination marketing project
- Developed marketing strategy for a thematic museum in Moscow (project for Moscow Government)

20th Century Fox International Corporation

Marketing Director Home Entertainment/Deputy to Managing Director
January 2009 - December 2011 (3 years)

Moscow, Russia

- Successfully released a number of Fox New Releases, including Avatar, Ice Age 3 and others (involved developing film positioning, packaging design, planning and executing full-scale PR and marketing campaigns – including ATL, Digital, viral marketing, social media marketing)
- Set up PR function for the company in Russia, including choosing the agency and integrated Russia PR in Fox Global PR activities
- Developed a marketing strategy for Blu-ray business division (Company achieved #1 market share in BD category within 6 months after implementation of the strategy)
- Developed a new Pro-legitimate approach in marketing communications for New Releases and implemented it for all New Releases of the Studio
- Developed and implemented first in the industry Authentication system for DVDs and BDs
- Managed all other on-going marketing activities of the company, including management of Catalogue releases, marketing research, marketing of local acquisitions, participating in tenders for new business, managed advertising, media planning and PR agencies
- Actively participated in various Fox international marketing conferences and connected with other territories (from Mexico to China) on a regular basis
- Completed an International Marketing project with Fox Licensee Group in London, evaluating marketing plans of 14 licensees markets (South Africa, Singapore, Thailand, Poland, Greece, Chile etc) and helping these markets to develop Blu-ray format in their territories

ARIA AiF

1 year 6 months

Marketing Director

November 2007 - December 2008 (1 year 2 months)

- Developed Marketing Strategy for 2nd largest nationwide retail chain of 2500 newspaper/convenience stores and kiosks
- Initiated and conducted New Kiosks and Stores Design project – from choosing the architect and developing requirements to managing the projects.
- Optimized product mix and pricing, explored opportunities of arranging import of goods directly from China, developed planograms for all types of stores

Marketing Consultant

July 2007 - October 2007 (4 months)

LiquidTalk Inc.

Marketing Director

December 2006 - June 2007 (7 months)

- Developed Marketing and MarComm Strategy for the company
- Managed a team from an Ad Agency and conducted the following projects: developed a new logo and finalized Brand Identity, including development of Brand Portfolio and Positioning
- Designed Integrated Marketing Mix and managed the production of online multimedia and offline marketing materials

Carlson Companies

General Management Summer Associate, greatDestinations Program

June 2006 - August 2006 (3 months)

- Developed conceptual approach to a Brand Management System, focused at measuring ROI of marketing activities
- Identified applicable KPI metrics and determined information, necessary to derive those metrics
- Developed an Excel tool that allowed a company to implement new Brand Management System for annual business planning

Russian Development Bank

Chief, Retail Marketing Department

April 2005 - August 2005 (5 months)

- Managed a team of 12 people, supervising New Product Development, Marketing Communications and Analytics
- Developed retail brand positioning, a vital part of Bank Marketing Strategy
- Initiated and planned a re-branding campaign, presented results to the Board of Directors, receiving approval for campaign strategy
- Designed marketing research studies to assess consumer usage and attitude in the retail marketing category

- Planned and executed tender (competition) among 5 advertising agencies for the Fall 2005 advertising campaign

OMNI Marketing

Co-Founder/General Director

June 1996 - March 2005 (8 years 10 months)

- Co-founded and managed the company and built client base of major Russian and International companies
- Developed and launched several successful FMCG brands, including Ambassador coffee
- Planned re-branding campaigns for major Russian brands/Designed and executed more than 60 marketing research studies
- Created Customer Satisfaction Monitoring System for a leading restaurant chain, resulting in benchmarking system to build successful customer service programs and increase operating revenue
- Developed and conducted 1-3 day communication training programs for up to 60 participants per session for client companies

Education

The University of Chicago Booth School of Business

MBA, Marketing, Strategy, Entrepreneurship

Lomonosov Moscow State University (MSU)

Diploma, Biology, Major - Microbiology

University of Buenos Aires

Facultad de Filosofía y Letras, Laboratorio de Idiomas, Español para extranjeros, niveles 3-8 · (2018 - 2019)