

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.

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20+ years in marketing	200+ ad campaigns	\$10M+ in budgets managed	6 countries and markets	39 digital products through AI engineering
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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.
- 39** 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, Printomer, consumption forecast.
- 16** websites rebuilt from scratch, 10 already live: lekom.ru, hpsservice.ru, картридж.рф, lekomscan.ru and others.
[All 39 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.

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](#)

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 Metrika

Google Analytics

AppsFlyer

AppMetrica

Claude Code

GPT

Gemini

NotebookLM

Grok

n8n

Midjourney

Flux

Veo 3

Kling

Adobe AI

Figma

Canva

Miro