



Ruslan Shogenov

PRODUCT MARKETING MANAGER

I'm a results-oriented product marketing expert with a proven track record of developing and executing successful growth strategies aimed at driving revenue and product adoption while reducing costs and churn. An open-minded self-starter with excellent communication skills, capable of leading and managing teams, and collaborating effectively with cross-functional teams. Hands-on and data-driven professional with over 5 years of experience in global, fast-growing B2B SaaS environments.

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📍 Berlin, Germany

WORK EXPERIENCE

10/2021 - 11/2023

Pipedrive

PRODUCT MARKETING MANAGER

As a Product Marketing Manager at Pipedrive, a leading CRM platform, I developed and led initiatives to drive user acquisition, adoption, and retention for marketing and lead generation add-ons.

Achievements:

- Developed and executed go-to-market strategies focused on user acquisition and product adoption driving 20% average growth in new customers.
- Promoted 15 new product releases, leading to an average revenue increase of 35% YoY.
- Improved user adoption by 50% through product positioning and messaging enhancements based on JTBD research and collaborative work with product and customer-facing teams.
- Streamlined competitive intelligence data gathering and combining internal and external data for better decision-making.
- Created a series of marketing and sales collateral (e.g. battle cards, case studies, eBooks) to effectively convey product value to the target audience.
- Implemented a new A/B testing framework into marketing processes that increased amount of monthly experiments by 200%

11/2020 - 03/2021

Semrush

HEAD OF MARKETING

As the Head of Marketing at Semrush, I led a marketing team and was responsible for go-to-market strategy, messaging, positioning, user acquisition, retention, and the marketing budget, of the Local SEO add-on.

- Developed and executed an effective content strategy, focusing on organic traffic and education.
- Reduced CAC for paid marketing by 320% with messaging and positioning experiments.
- Boosted growth of core Semrush subscription from Local SEO cross-marketing campaigns by 5x times.
- Devised a long-term product marketing strategy contributing to a 300% YoY growth in revenue.

07/2019 - 11/2020

Semrush

SENIOR PRODUCT MARKETING MANAGER

As Senior Product Marketing Manager at Semrush, I led a dynamic marketing

team of seven professionals responsible for Marketing of the Core SEO solution. Including development and execution of Go-to-market strategy, Customer Journey Optimization, and Competitive and Market research.

Achievements

- Led a brand repositioning project, with the goal of establishing Semrush as an all-in-one SEO solution, rather than merely a keyword research tool. This strategic shift resulted in a dominant position within the link-building niche and fueled a 30% MoM increase in MAU for our backlink analysis tools
- Managed and launched 8 product-centric marketing campaigns in 2020, contributing to a 30% YoY increase in payments.
- Led a significant customer journey optimization project, resulting in a 25% QoQ sales increase for the Core subscription.
- Successfully expanded the Semrush Listing Management add-on into four new markets, boosting a 20% uptick in revenue.
- Hired and onboarded four new team members, enhancing the strength and capabilities of the marketing team.

01/2019 - 07/2019

Semrush

PRODUCT MARKETING MANAGER

As a Product Marketing Manager at Semrush, I was entrusted with the responsibility of executing the Go-To-Market strategy for the Core SEO product. My role was central in supporting new product releases and accomplishing marketing goals aimed at increasing feature awareness and adoption, augmenting user acquisition, and enhancing conversion at different funnel stages.

Achievements:

- I took the lead on the GTM strategy for the Core SEO product, resulting in a 30% surge in feature awareness and a 20% rise in the adoption of Tech SEO tools such as Site Audit and On-Page SEO Checker.
- I launched a series of paid display and video campaigns, tailored for SEO solutions dedicated to Small and Medium Businesses, which led to a 25% growth in revenue or over \$40k MRR.

08/2015 - 12/2018

Realweb Digital Marketing Agency

SENIOR ACCOUNT MANAGER

- Led cross-functional teams to devise effective digital marketing strategies.
- Directed all stages of diverse digital marketing campaigns, from creation to execution.
- Conducted detailed analysis of campaign performance, delivering insightful reports to clients.
- Identified and pursued upselling opportunities, while managing campaign budgets efficiently.
- Managed key client relationships ensuring consistent communication.

SKILLS

B2B Marketing Strategy

Customer Experience

Customer Journey

Go-to-market Strategy

Product Marketing

Sales Enablement

LANGUAGES

Russian: Native

English: Expert

German: Intermediate

Spanish: Intermediate

Complex Problem Solving

Team Management Marketing

Data Driven Decision A/B Testing

Performance Marketing

Cross-functional Team Leadership

Marketing budget Multi-channel Marketing

Data analysis ROI

LINKEDIN

<https://www.linkedin.com/in/shogen/>