



# Polina Pyatkova

Senior Marketing Manager | B2B SaaS & Product Marketing

## Details

### Address

Poznan, Poland

### Email

polypyatkova@gmail.com

## Skills and softs

B2B Product Marketing & Go-to-Market Strategies

Customer Journey Optimization & Conversion Funnel Analysis

Google Analytics, Ahrefs

HubSpot

Digital Marketing

WordPress, HTML/CSS (basic knowledge)

Content Marketing, SEO, Content Strategy

Customer IO, MailChimp

Jira, Monday

Figma, Miro

## Languages

English



Russian



## Hobbies

Wakeboarding, snowboarding, and swimming

## Profile

7+ years of experience in B2B SaaS and IT. Proven expertise in product marketing, go-to-market strategies, and website optimization to drive lead generation and revenue growth. Skilled in launching product landing pages and leading a product website redesign. Experienced in B2B content marketing, managing release notes, and UX optimization.

## Employment History

### Senior Marketing Project Manager, TaxDome

Jan 2024 – Present

#### TaxDome (US-based CRM for accountants, B2B, SaaS)

- Managing landing page creation for product feature promotion, lead generation, and brand visibility.
- Coordinating a website marketing team (content writer, content manager, and designers) to ensure timely landing pages launch.
- Gathering business requirements and facilitating cross-functional communication with sales, client-facing, and education teams.
- Leading website redesign to adopt a value-centric approach with new cluster pages.
- Analyzing website performance with Google Analytics, tracking user behavior, and conducting CustDev interviews to understand customer behavior.
- Launched a segmented waitlist flow for Tier 1 feature promotions and increased form request conversion rates by 8% across key pages within a month.
- Led the migration of request forms to HubSpot, improving analytics accuracy and reducing form creation time

### Senior Content Marketing Specialist, TaxDome

Mar 2023 – Jan 2024

- Created multi-channel content to promote 30+ product updates, highlighting key benefits for social media, blog, email, website, video scripts, and in-product messaging.
- Led monthly release notes preparation, collaborating with Product Managers and CPO to communicate new feature launches.
- Optimized 20+ product pages to emphasize customer value, shifting from feature-focused to benefits-driven messaging.

### Digital Marketing Specialist, Aurigma

Aug 2020 – Mar 2023

#### Aurigma (US-based web-to-print editor for printing and fulfillment companies)

- Increased blog traffic by 45% YoY through redesign and SEO optimized blog posts.
- Established a video production process for feature promotion, generating 10,000+ views.

- Established a structured success story process, producing 10 high-quality case studies and generating 600 leads
- Doubled email open rates (+100% YoY) by optimizing the user journey in email campaigns.
- Organized and hosted webinars (50+ attendees) to introduce new feature launches.
- Promoted product feature launches across multiple channels: social media, product blog, email campaigns.
- Created diverse B2B content: short and long-form copy, video scripts, white papers, case studies, and industry articles.

## Marketing Manager , Tomsk State University

Apr 2018 – Aug 2020

- Planned marketing campaigns for professional programs and TSU MOOCs on platforms like Coursera.
- Created EdTech and online learning content for articles and managed TSU websites.
- Managed SMM, Facebook ad targeting, email marketing, and landing page creation.
- Grew TSU's social media group of active subscribers from 200 to 2,500 in 6 months.
- Increased the subscriber email base by 50% in 6 months.

## Education

### Tomsk State University, Psychology

Sep 2015 – May 2019  Tomsk

Diploma with Honours, average score of 4.9 out of 5

**Participation in the Academic program from Erasmus+.** The Netherlands, Saxion University of Applied Science, February to May 2019.

## Courses

### Product Marketing, Reforge

Nov 2024 – Nov 2024

### A/B TESTING MASTERY COURSE, CXL Certification

Nov 2024 – Nov 2024

### Landing Page Optimization, CXL Certification

Oct 2024 – Oct 2024

### Inbound Marketing Course, HubSpot Academy

Feb 2021

### Digital Marketing, Netology

Feb 2020