



AMATA ANIAKINA

CONTENT MARKETING • LIMASSOL, CYPRUS • +357 97 526542

◦ DETAILS ◦

Limassol
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◦ LINKS ◦

[Portfolio](#)

◦ SKILLS ◦

Content Creation
Email Marketing
Fast Learner
Digital Marketing
B2B Sales
Communication
Ability to Work in a Team
Adaptability
Communication Skills
Relocation

◦ LANGUAGES ◦

Russian

English



PROFILE

I have 5+ years of experience creating content strategies, social media campaigns, email marketing flows, and website content for a wide range of industries — from SaaS and education to gamedev, luxury sleep products, and home fragrances.

I specialize in building content funnels, editorial calendars, engagement campaigns, and brand storytelling across multiple platforms.

My background spans working with early-stage startups, B2B services, and lifestyle brands. I adapt quickly to new industries, bring structure and creativity to every project, and know how to align content with business goals.



EMPLOYMENT HISTORY

Community Head at crypto-game

November 2024 — Present

I've been working as a community manager at one of today's most renowned Telegram games. My main responsibility is to engage our players, share updates, and collaborate with our ambassadors.

Relocation Manager at Obelisk Studios, Limassol

December 2023 — February 2025

- Managed the full relocation process for international employees, assisting with everything from housing searches to visa processes for their families.
- Built an efficient documentation system from scratch, digitizing processes and improving internal workflows.

I adopted some of processes, contacts, and workflows from our investor company, which was much larger and more experienced than Obelisk Studios itself.

E-mail marketing manager at Zen Management Максим Батырев, Анна Стародубцева

May 2022 — November 2022

I created funnel plans and wrote the letters. The main request was to revive the audience and get as many leads as possible for an online-webinar.

We had record-breaking conversions: for example, more than 10k registrations for the first webinar.

Marketing Specialist at Best Sleep, Moscow

October 2020 — October 2021

- Developed the main content strategy, tone of voice
- Defined the main product through which we attracted customers to mattresses - anatomical pillows. Over 3 years, the average check grew x3
- Defined the promotion strategy: target, bloggers and partnership with projects from the closest niches

Manager at GrowTalent, Moscow

October 2019 — May 2021

I worked in two areas:

- With educational content for Beeline and Alfa Bank: I monitored the quality, provided guidelines for formatting and developed testing for employees with methodologists.
- With clients: I developed a motivation system for employees to increase their interest in learning, integrated cloud platforms into client systems, and collected feedback from clients to improve the product.

Content manager at Plan fact

PlanFact is a financial planning automation service. I wrote three landing pages and nine creatives for them targeting different audiences for use in targeted advertising.

Content Manager at Via.Delivery

Full-cycle fulfillment service (CIS region)

- Created and managed the content plan for the company's Telegram channel, focusing on audience engagement and service education.
- Developed email funnels for lead nurturing and conversion, including onboarding sequences for new audiences and reactivation campaigns for users with prior touchpoints.
- Crafted clear, structured content tailored to different stages of the customer journey, ensuring consistency in tone of voice and marketing goals alignment.