



Anastasiia Cherezova

Chief Marketing Officer

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↪ [Telegram](#), [LinkedIn](#),
[Facebook](#)

Skills

Digital Marketing

Team Leadership

Strategic Planning

Data Analysis

Performance Measurement

Hobbies

yoga, street art photography,
travel

Profile

Results-oriented, data-driven CMO with 14+ years of experience in marketing strategy, user acquisition, and team leadership. Proven track record in scaling SaaS products (B2B & B2C), optimizing global advertising, and expanding into new markets. Built strategic partnerships with Meta, Google, and TikTok, driving growth through collaboration.

Employment History

Chief Marketing Officer, Evido, Tbilisi

March 2023 — April 2024

Meta Authorized Sales Partner | TikTok Marketing Partner in Armenia, Georgia, and Azerbaijan.

As the Chief Marketing Officer at Evido, I led the brand's launch and growth in new Caucasus markets, developing market entry strategies from scratch.

- Led **market entry and expansion** in the **Caucasus region**, developing **go-to-market strategies from scratch** and generating **XX million in annual revenue**.
- Led **user acquisition and brand positioning** through **localized** digital campaigns, influencer collaborations, and targeted content, securing **TOP-5 tier clients in each industry, e.g., banking, e-commerce, and agencies**.
- **Aligned marketing with business goals**, working cross-functionally with sales, product, and operations teams.
- **Built & scaled marketing team**, hiring and collaborating with **local players and agencies** to maximize impact.
- **Strengthened industry presence and credibility** by organizing major events, including a grand market-opening conference with Meta in Azerbaijan, Armenia, and Georgia with 650+ attendees in March 2023.

Chief Marketing Officer, Aitarget, Moscow

June 2019 — February 2022

Facebook Marketing Partner | TikTok Marketing Partner | Google Premier Partner | Telegram Ads Partner

AdTech company developing advanced AI-infused SaaS that caters to the whole cycle of marketing routine tasks regarding both creative and targeting strategies

As CMO at Aitarget, I led a dynamic marketing team to strengthen brand presence, drive growth, and focus on user acquisition. Collaborated closely with product, sales, and customer service teams to align marketing strategies with business goals and market trends.

- **Launched and scaled marketing strategy** for the **SMB segment**, achieving **3,000+ active B2B SaaS clients monthly**.
- Established **cross-channel marketing analytics**, enabling real-time performance tracking and informed decision-making for campaign optimization.
- **Accelerated growth in the enterprise segment**, developing tailored marketing strategies to attract and retain **large-scale B2B clients**.
- **Built strategic partnerships with Meta, TikTok, and Google**, driving **market expansion** and **co-branded events** such as conferences and webinars.
- **Expanded into the US market** within 12 months, leading **target marketing initiatives** that assessed scalability and identified key growth opportunities.
- Spearheaded the marketing strategy for **the first Telegram Ads launch in 2023**, establishing the brand as a market leader within 6 months through targeted outreach and partnerships.

Head of Performance Marketing , Digital October , Moscow

June 2018 – June 2019

Digital October (Binary District) is an educational company centered on new technologies in Moscow, London, and Amsterdam. We are building a strong community of researchers and developers to foster learning and innovation.

As the **Head of Performance Marketing** at Digital October (Binary District), I led paid marketing channels to drive **user acquisition, conversion, and revenue growth** for educational programs, courses, and industry conferences.

- **Growth & Acquisition:** Designed and executed performance marketing strategies that increased student enrollment and event participation for **3,000+ attendees** at Strelka X Binary District Conference, **1,200+ attendees** at Product Management **Meetups**, and launched **50+ educational courses**.
- **Paid Media & Optimization:** Managed Google Ads, Meta, LinkedIn, and Twitter campaigns, leveraging A/B testing and analytics to maximize ROI.
- **Strategic Partnerships:** Collaborated with industry leaders, influencers, and media to enhance brand credibility and expand community reach.

Group Head of Performance Marketing , Plusmedia, Samara

September 2016 – May 2018

Led global digital advertising efforts to drive **user acquisition, brand growth, and conversion optimization** across multiple markets.

- **User Acquisition:** Launched and optimized campaigns across **all digital paid platforms** in multiple languages, leading to **Wedding.net becoming the #1 wedding platform in India** and **Gorko.ru ranking #4 globally**.
- **Market Expansion & Campaign Optimization:** Managed campaigns across **Russia, CIS, India, Southeast Asia, and Europe**, Optimizing **CPL and ROI** through continuous performance analysis
- **Team Leadership & Strategy:** Built and led a **high-performing agency team**, developed processes and best practices, and improved **agency performance metrics**, earning **Yandex Agency Certification**.

Education

Management master's degree, Samara State Aerospace University

September 2010 – February 2015