

OLGA PRISTINSKA

Marketing Strategist & Marketing Project Manager

Bremen, Germany | +49 1517 2837262 | oypristinskaia@gmail.com | genterra.pro

PROFILE

Marketing strategist and project manager with 15+ years of experience, including 6 years in B2B technology marketing. I connect business goals with execution across go-to-market strategy, product marketing, lead generation, digital campaigns, websites, content and PR. Experienced in end-to-end marketing project management, supporting 7 IT products and leading PR for 4 new launches. I coordinate cross-functional teams, stakeholders and vendors from requirements and planning through QA and launch, using AI tools to accelerate research and creative production.

CORE EXPERTISE

Strategy & growth: B2B marketing strategy, go-to-market strategy, product marketing & positioning, digital marketing, campaign management, lead generation, market & competitor research, content marketing & PR strategy

Project delivery & operations: Marketing project management, end-to-end project delivery, marketing operations, Agile sprint coordination, requirements/scope/timelines, stakeholder management, cross-functional team leadership, vendor management & budget management

Digital & AI: Meta Ads, LinkedIn Ads, GA4, GSC, SEMrush, Ahrefs, paid media, SEO research, performance reporting, WordPress, Figma, Wix, Midjourney, Krea, Kling, Veo

PROFESSIONAL EXPERIENCE

Lead Project Manager

Oct 2024 – Feb 2026

INCREASE | Contract | Remote (Kyiv, Ukraine)

Web production agency delivering custom websites, e-commerce platforms and digital services.

- Led end-to-end delivery of 5 concurrent website projects, coordinating distributed development and design teams from discovery and planning through QA and launch.
- Combined competitive and marketing research with web delivery, analyzing positioning, search demand and digital presence to shape site structure, messaging, functionality and content priorities.
- Translated business and marketing requirements into information architecture, user flows, wireframes and development-ready specifications, connecting UX decisions with positioning and conversion goals.
- Integrated AI-assisted research and delivery workflows for competitor analysis, insight synthesis, wireframing and project documentation, accelerating early-stage project development.
- Built reusable AI-assisted SEO workflows and custom Claude skills for keyword clustering, page mapping, metadata generation, on-page checks and SEO content briefs.
- Managed cross-project QA, priorities, dependencies and stakeholder communication, maintaining consistent delivery standards across the full portfolio.

Marketing Project Manager

Sep 2023 – Aug 2024

Wiethe Content | Bremen, Germany

E-commerce content and digital production company serving international clients.

- Coordinated 5 website and landing-page projects involving 25+ contributors across client, design, development, content and QA teams, from requirements through launch.
- Reduced delivery costs by EUR 9,000 across two projects by sourcing and managing qualified Ukrainian specialists.
- Managed project scope, priorities, timelines, contracts, payments and client communication throughout Agile-style delivery sprints.
- Planned and optimized LinkedIn and Meta paid-media campaigns, budgets, content calendars, performance analysis and client reporting.
- Translated business needs into clear tasks, keeping internal and external contributors on deadline and to agreed quality standards.

Head of Marketing

Feb 2021 – Apr 2022

RBC Group | Kyiv, Ukraine

B2B technology company specializing in business intelligence, data management and analytics solutions.

- Led B2B marketing and PR across 6+ marketing workstreams, including digital campaigns, content, advertising, email, webinars and industry events.
- Generated 13 marketing-qualified leads (MQLs) from a \$2,000 paid media campaign, at an average cost of approximately \$154 per MQL; one lead converted into a paying B2B client during my tenure.
- Managed the end-to-end delivery of a 100+ page corporate website, coordinating information architecture, Figma design, content production, development, testing and launch.
- Developed positioning, go-to-market content and sales-support materials for enterprise BI and analytics solutions, including Microsoft Power BI and Qlik Sense.
- Produced a major online B2B conference and recurring expert webinars with company clients, coordinating speakers, content, promotion and supporting campaign assets.

Head of PR

Mar 2019 – Feb 2021

Linkos Group | Kyiv, Ukraine

Software group behind M.E.Doc, SOTA, FlyDoc and PTAX business products.

- Developed and delivered PR and content strategies for software launches, regulatory topics and digital business services.
- Generated approximately 40 media publications for a major company conference by developing the PR campaign, media messaging, editorial materials and journalist outreach, leading writers, designers, video teams and media partners.
- Led PR workstreams for 4 new IT product launches, including electronic document flow, PRRO and IFRS solutions, managing product experts across website, email, social and presentation content.
- Defined communications KPIs, tracked results and kept messaging consistent across multiple products and audiences.

Affiliate Network Development Manager

Aug 2016 – Mar 2019

Linkos Group | Kyiv, Ukraine

- Expanded the affiliate network by onboarding 30+ new partners and supporting them through contracting, launch and ongoing development.
- Created partner standards, motivation programs and bonus structures for distributors and resellers.
- Organized quarterly partner events and an annual network-wide event, aligning program content, speakers, presentations and partner communications.
- Delivered partner training, resolved operational issues and managed communication between the central team and regional network.

Enterprise Client & Key Account Experience

Oct 2006 – Aug 2016

Ukrtelecom · Global Message Services · Kyivstar · Vodafone Ukraine | Kyiv, Ukraine

Roles: Client Services Manager, Ukrtelecom (May 2016 – Aug 2016); Product Expert, Global Message Services (May 2015 – Oct 2015); Leading Key Account Specialist, Ukrtelecom (Dec 2012 – May 2015); Key Account Lead Specialist, Kyivstar (Jan 2009 – Dec 2012); Lead Specialist, Corporate Client Billing & Settlements, Vodafone Ukraine (Oct 2006 – Feb 2008).

- Managed key corporate accounts across mobile, fixed-line, VPN, Internet, IP telephony and enterprise messaging services, supporting client retention, upselling and account development.
- Prepared product presentations, commercial proposals, business case calculations, SLAs, contracts, amendments and tender documentation, coordinating client-specific commercial terms and approvals.
- Coordinated sales, technical, billing/finance and customer-service teams to resolve service, contractual, billing and payment issues while monitoring receivables.
- Supported implementation of the Onima billing system, migrating and validating corporate client data and advising customers on invoices, reconciliation documents, account statements and payments.

SELECTED PROJECT IMPACT

EUR 9,000 in delivery cost savings — 5 digital projects — 25+ project contributors — 13 MQLs generated from \$2,000 paid media spend — 1 MQL converted into a paying B2B client — 100+ website pages — 7 IT products supported — 4 new PR launches — ~40 conference publications — 30+ new partners

EDUCATION & PROFESSIONAL DEVELOPMENT

Dec 2024 – Jul 2025 Online Marketing Manager Programme, Deutsche Tech Akademie, Berlin (800 hours)

Mar 2025 AI Creator Course, Kyiv

2019 Marketing Strategy Course, Genius Marketing School

2017 Quality Function Deployment & Value Proposition Design, School of Effective Marketing

2016 Project Management Course, MAUP International Lyceum

2005–2006 Telecommunications Engineering, State Institute of Information and Communication Technologies

2000–2005 Bachelor of Telecommunications, College of Communications

LANGUAGES & ADDITIONAL INFORMATION

Languages: English – C1 | German – A2, progressing toward B1 | Ukrainian and Russian – fluent

Work location: Bremen, Germany | Eligible to work in Germany | Open to English-speaking international roles

Additional tools: Similarweb, Serpstat, Screaming Frog, SurferSEO, Mailchimp, SendPulse, Trello, Jira, Monday.com, Slack, Webflow, Elementor, Weblium