



OKSANA IGUMNOVA

GROWTH MARKETING LEADER

Growth marketing leader with 8+ years of experience scaling consumer brands through paid acquisition, creative experimentation, conversion optimization, and lifecycle marketing. Experienced managing six-figure media budgets across Google and Meta, building structured testing programs, and using CAC, LTV, ROAS and retention data to guide investment decisions. Entrepreneurial operator combining strategic ownership with hands-on experimentation across international markets.

CONTACT

- o.wervenbos@gmail.com
- +31 6 40774707
- Netherlands
- linkedin.com/in/oksanaigumnova

CORE EXPERTISE

- Growth Marketing Strategy
- E-commerce Growth
- Customer Acquisition
- Retention & Lifecycle Marketing
- Performance Marketing
- B2B Marketing & Lead Generation
- Email & SMS Marketing
- Creative Strategy & Experimentation
- Brand Launches & Go-to-Market
- Creator & Influencer Marketing
- Marketing Analytics
- Cross-functional Leadership
- Stakeholder Management
- AI for Marketing

TOOLS

- ANALYTICS**
GA4 • Triple Whale • Elevar
Looker Studio • Google Tag Manager
- MARKETING**
Meta Ads • Google Ads • YouTube
Klaviyo • Attentive • ManyChat
- PRODUCTIVITY**
Notion • Asana • ClickUp • Slack
Airtable • Miro
- DESIGN & CONTENT**
Figma • Canva • CapCut
- AI**
ChatGPT • Claude

EDUCATION

- Growth Tribe Academy
Growth Marketing Program
2021
- Strategic Social Media Marketing
Boston University
2020
- Hukuk State University
Faculty of Law, Master's Degree in Law
2008 – 2012
- English – Full Professional Proficiency
Russian – Native
Dutch – Basic Working Proficiency

PROFESSIONAL EXPERIENCE

CEO & HEAD OF GROWTH

Oct 2024 – Sep 2026

Infinity Braids

Premium D2C beauty brand, specializing in hair accessories, operating across multiple European markets.

- Grew annual revenue by 200%+ within 12 months through full-funnel growth initiatives.
- Expanded the brand into 8 European markets with localized marketing and operations.
- Increased Average Order Value by 53%+ through product launches, pricing strategy, bundling, cross-sell initiatives, and offer optimization.
- Increased customer retention by 84%+ by implementing loyalty initiatives, lifecycle marketing, email marketing, SMS automation, and retention campaigns.
- Oversaw the strategic allocation of six-figure paid media budgets across Meta and Google, collaborating with agencies while remaining hands-on in campaign strategy and optimization when needed.
- Built and managed an ambassador and creator program, scaling UGC production and long-term creator partnerships.
- Built a structured experimentation framework for creatives, offers, landing pages, and audiences based on performance data and customer insights.
- Led cross-functional teams across marketing, operations, customer experience, finance, product development, and external partners.
- Built reporting systems connecting ROAS, CAC, LTV, AOV, and retention metrics to business decisions.

GROWTH MARKETING MANAGER

Jun 2023 – May 2025

Xdrinks

Beverage distribution and brand launch company helping international beverage brands enter the Spanish market.

- Developed the growth marketing strategy supporting B2B growth and brand launches.
- Built the marketing function, including website, marketing assets, and lead generation infrastructure.
- Implemented B2B lead generation and email marketing automation.
- Planned and coordinated international trade shows and hospitality industry events.
- Developed product catalogs, presentations, and sales enablement materials.
- Coordinated designers, photographers, agencies, and content creators.
- Supported the market launch of DeLa Vita and Lyre's through creative production and hospitality activation.
- Built scalable marketing infrastructure supporting future launches and growth.

HEAD OF KEY ACCOUNTS

Sep 2020 – Oct 2024

EVOKE Digital Agency

Digital marketing agency helping companies accelerate growth through strategy, branding, and performance marketing.

- Managed strategic relationships with key accounts across multiple industries.
- Developed growth strategies aligned with clients' commercial objectives.
- Led multidisciplinary teams: designers, developers, copywriters, media buyers, and SEO specialists.
- Delivered website, branding, lead generation, and digital marketing projects from strategy to implementation.
- Managed multiple high-value client projects simultaneously.
- Identified growth opportunities and supported client development and upsell initiatives.
- Acted as the primary bridge between founders, stakeholders, and delivery teams.

CREATOR & EDUCATOR

2018 – 2024

Independent

- Created and launched an online educational program on social media marketing. Stories, and content creation.
- Built and monetized digital education products.
- Trained 1,500+ students through online programs and workshops.
- Built a personal brand and content ecosystem across multiple platforms.

MARKETING & EVENTS COORDINATOR / VOLUNTEER Female Ventures 2022 – 2023

- Coordinated events, partnerships, and marketing initiatives
- Supported community growth and brand visibility

SENIOR LEGAL ADVISER PJSC Sberbank 2015 – 2019

- Advised on various legal transactions and commercial agreements
- Drafted contracts and internal documents

LEGAL ADVISER Dec. of Arbitration Suspension 2012 – 2015

- Provided legal support in regulatory and administrative matters
- Conducted legal research

JUNIOR LEGAL ADVISER Law Firm Basonevats 2012 – 2014

- Supported litigation and commercial legal cases
- Drafted legal documents and client correspondence