



Maksim Kottov

Marketing Project Manager | Performance & Market Analysis

Belgrade, Serbia | Remote / Relocation

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Summary

Marketing Project Manager with 10+ years of experience in digital marketing and IT. Experienced in analyzing advertising performance, identifying development opportunities and structuring strategic initiatives based on data.

I manage marketing and digital projects from goal setting and planning to launch and performance evaluation, coordinating cross-functional teams and focusing on measurable business outcomes.

Core Competencies

- Marketing project planning and coordination
- Performance analysis and campaign evaluation
- Market and competitor activity analysis
- Decomposition of strategic goals into actionable steps
- KPI and budget control
- Cross-functional team coordination
- Regular reporting and QBR preparation
- Media planning and optimization

EXPERIENCE

July 2021 –
Present

Yandex — Senior Technical Specialist (Client Development)

yandex.com

Responsibilities

- Analyse advertising activity of clients and develop growth plans
- Decompose strategic objectives into concrete implementation steps
- Plan and support implementation of advertising tools
- Conduct strategic meetings and regular working calls
- Monitor execution of agreed initiatives
- Prepare regular analytical reports and QBR presentations
- Coordinate collaboration between account managers and technical specialists
- Prioritise initiatives according to client goals
- Participate in onboarding and mentoring specialists

Key Results

- Increased budgets of key clients up to 2x while maintaining efficiency
- Systematised client development approach
- Improved transparency of analytics and reporting
- Implemented internal projects aimed at increasing analytical depth and operational efficiency
- Prepared analytical materials for industry conferences

October 2019 –
June 2021

Serenity Agency – PPC Team Lead

serenity.agency

Responsibilities

- Built and managed a team of paid media specialists (3–5 people)
- Developed media plans and commercial proposals
- Supervised campaign launch and optimisation
- Structured workflows and expanded service offering
- Conducted internal training sessions

Key Results

- Established a structured paid media department
- Improved operational processes
- Strengthened partnerships with advertising platforms

September 2018 –
October 2019

Fitness House – Digital Marketing Specialist

fitnesshouse.ru

Responsibilities

- Managed digital advertising for a network of 60+ branches
- Conducted analytics in Yandex Metrika and Google Analytics
- Managed budgets and media planning
- Created landing pages and marketing creatives
- Improved website usability and optimisation
- Coordinated external vendors (programmatic platforms, agencies)

Key Results

- Launched 60+ advertising campaigns
- Increased landing page conversion rates by 1.5-2x
- Implemented automated reporting for cost-per-lead tracking
- Strengthened online reputation management
- Consolidated and structured company presence across major geo-services

May 2013 – August
2018

COMPLETE (IT & Infrastructure Solutions) – Advertising Project Manager

complete.ru

Responsibilities

- Developed and executed advertising and digital promotion plans
- Coordinated development and launch of corporate websites
- Planned and implemented digital marketing strategy for company services
- Managed creation of marketing materials, presentations and visual assets
- Coordinated marketing launches and corporate events
- Ensured brand consistency across regional branches

Key Achievements

- Led a project to consolidate 7 service centers and 100+ partner centers into a unified online platform (rus.support)
- Participated in the commercial launch of a data center: developed website (dc-complete.ru) and marketing strategy for service promotion
- Coordinated launch of a new corporate website (design, structure, CMS)
- Supported rebranding and launch of new service centers in multiple cities
- Coordinated creation of an internal service request management website
- Promoted partner products (Aruba, Hewlett Packard Enterprise, Cisco) through digital marketing initiatives
- Delivered multiple website launches for subsidiary and partner companies

December 2009 –
May 2013

DORADO (Security Technologies) – Marketing Manager

dorado.expert

Responsibilities

- Developed and implemented advertising plans
- Managed SEO and contextual advertising campaigns
- Prepared weekly and quarterly analytical reports
- Maintained and optimised corporate website
- Created marketing materials and promotional videos
- Contributed to development of new business directions

Key Achievements

- Developed company logo and brand identity
- Launched corporate website
- Achieved Top-10 search rankings in Yandex and Google for key services
- Supported expansion into new product and service directions

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Education

2023	Yandex Practicum — Project Management
2019	Netology — Contextual Advertising
2018	Netology — Web Analytics
2017	Saint Petersburg State University of Economics — Digital Marketing
2012	SPbPU — Publishing & Editing

Technical Stack

Yandex Direct, Google Ads, Yandex Metrika, Figma, Google Analytics, Google Tag Manager, Adobe Illustrator, Adobe Photoshop, Tilda, WordPress, Yandex DataLens, Google Data Studio, SQL (basic), HTML (basic)

Languages

English — B1 Serbian — B1 Russian — Native