

# Natalia Golenkova

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## Senior Marketing Manager, Head Of Marketing, Digital Marketing Director, or similar roles

Goal-oriented, data-driven marketing leader with over 10 years of hands-on experience in digital and traditional marketing. Proven success driving growth and profitability through online/ offline channels, optimizing customer journeys, and integrating AI technologies with human intelligence for lead generation and customer retention. Experienced in building enterprise-level digital presences from scratch, setting strategic goals, refining marketing plans and driving KPIs. Google, Bing, and Yandex certified since 2016, specializing in SEO, PPC advertising, social media marketing, email marketing and reputation management. A bilingual manager with experience leading US-based teams, remote professionals and international freelancers.

With a Master's degree in Management, has excelled across diverse industries, including healthcare, software development (SaaS), IT, supply chain and financial services. Skilled at delivering measurable results in competitive environments and managing significant budgets with strong ROI.

Holds the Russian equivalent of a Juris Doctor (JD) and brings extensive knowledge of online legal compliance, including GDPR, Privacy regulation, HIPAA, ADA accessibility standards, copyright laws and LegitScript.

As a US citizen granted political asylum, offers a unique combination of diversity, resilience and innovative thinking. Outside of work, an enthusiastic skier, novice long-distance runner & passionate tea lover.

Open to full-time remote or hybrid positions within the New York City Metropolitan Area.

## EXPERIENCE

### **Bergen Logistics, Elanders Group: Global Supply Chain & SaaS Solutions**

**2023 - Present**

#### *SENIOR MARKETING MANAGER*

*North Bergen, NJ*

- Led digital & traditional marketing efforts for a leading global supply chain provider specializing in the fashion & lifestyle, successfully managing cross-functional teams to achieve measurable results.
- Increased North American digital revenue share to 41.1% YTD (2024) from 34.15% in 2023, enhancing market penetration and profitability.
- PPC Management: Saved \$30K-\$40K annually by bringing PPC management in-house, improving campaign agility and ROI.
- SEO Enhancements: Increased website Domain Authority from 28 to 31, boosting organic lead generation.
- Registered key locations on Google Business Profile and Bing Places, corrected Google Maps inaccuracies, which enhanced client navigation and improved visibility on data aggregators
- Developed various content types, including videos, graphics, and articles, managing all production phases to optimize costs while maintaining quality.
- Lead Attribution: Integrated Zoho CRM with Google Ads, resolving long-standing tracking issues and improving lead source accuracy.
- Ensured GDPR/privacy and reduced copyright risks by collaborating with legal, IT, and HR teams, enhancing data protection and legal compliance.
- Improved website UX/UI and communication workflows with developers, reducing costs and increasing efficiency.
- Strengthened employer reputation through effective PR and online review management, enhancing brand perception and employee engagement.
- Developed marketing materials and webinars, enhancing lead generation strategies and supporting the Business Development department to increase client engagement

### **CloudX Systems: SaaS, cloud-based WMS**

**Nov 2023 - Present**

#### *DIGITAL MARKETING MANAGER*

*North Bergen, NJ*

- Managed digital marketing efforts at a software development company specializing in cloud-based solutions (SaaS) for the supply chain industry, leading to enhanced brand visibility and customer engagement.
- Collaborated with cross-functional teams to develop and execute digital marketing strategies, leveraging tools like Amplemarket, Leadforensics, Synthesia to optimize outreach and engagement
- Produced industry-specific content, including blog posts, whitepapers, and case studies, which increased brand authority and attracted a targeted audience.
- Managed high-performing PPC campaigns on Google Ads, Bing Ads, and LinkedIn Ads, achieving improved ROI. Expanded CloudX Systems' presence on social media by curating engaging posts and promoting WMS capabilities.
- Enhanced marketing analytics by integrating CRM tools to track and attribute leads accurately, ensuring data-driven decision-making. Regularly reported campaign performance insights to leadership, enabling better resource allocation and strategy refinement, which improved overall marketing efficiency.
- Collaborated with product and sales teams to align marketing initiatives with CloudX Systems' WMS features and target audience needs, resulting in enhanced client acquisition and retention.

### **Dimaco Web: Digital marketing agency for healthcare industry**

**Dec 2021 - Dec 2023**

#### *DIGITAL MARKETING DIRECTOR*

*Ridgewood, NJ*

- Led a team of marketing professionals and IT specialists, delivering measurable results for over 30 clients in healthcare, addiction treatment, and mental health by implementing targeted marketing strategies

- Developed and executed multi-channel marketing strategies, driving consistent 20–30% increases in qualified leads year-over-year for clients.
- Boosted organic traffic and search engine rankings by 40% in competitive industry-related keywords through effective SEO strategies using tools like SemRush, Moz, Ahrefs, Long Tail Pro and Google Analytics
- PPC: Managed high-budget PPC campaigns, reducing cost-per-lead by 25% while increasing conversions.
- Created compelling content strategies using tools like Jasper Ai, Perplexity AI, CopyScape, positioning clients as thought leaders in healthcare and enhancing engagement and brand trust.
- Regulatory Compliance: Ensured adherence to HIPAA and healthcare advertising standards, maintaining ethical practices while navigating the complexities of addiction treatment marketing.
- Contracted Digital Advisor at: Medical detox facility in California- [www.novodetox.com](http://www.novodetox.com), Home detox facility in the USA- [mdhome-detox.com](http://mdhome-detox.com), USA's leading toner and cartridge buyer-tonerconnect.net, Inpatient & outpatient rehab facility in California-310recovery.com, Drug & alcohol treatment facility in California-amhealth.com, IOP treatment facility in New Jersey-newliferecoverycenter.net, Drug and alcohol rehab in Florida-ebbtidetc.com, Drug and alcohol medical detox in Manhattan - [ascendantny.com](http://ascendantny.com)

## **JOHN DUNHAM & ASSOCIATES: Economic studies for legislative purposes**

**Jan 2021 - Dec 2023**

### *Digital Marketing Advisor*

*FL, USA*

- Led a digital marketing team at a firm specializing in economic studies, enhancing data-driven communications to support legislative efforts for diverse clients, including trade groups, non-profits, coalitions, and political campaigns
- Oversaw the creation and implementation of responsive, user-friendly websites that effectively showcased economic data and impact maps, improving user engagement
- Devised and executed on-page and technical SEO strategies to boost site visibility, leveraging analytics to identify performance gaps and optimization opportunities, resulting in improved search rankings
- Acted as the primary liaison for cross-functional teams and external stakeholders, ensuring project milestones and client objectives were consistently met, leading to successful project completions
- Partnered with economists and developers to integrate database-driven insights and real-time economic data into accessible, visually compelling web interfaces, enhancing data accessibility for users
- Coordinated projects by managing timelines, deliverables, and quality assurance across multiple digital campaigns using tools like Zoho Analytics, resulting in successful outcomes that aligned with organizational and client objectives

## **DCS: IT services provider & marketing agency**

**Dec 2018 - Dec 2020**

### *HEAD OF DIGITAL MARKETING*

*Mahwah, NJ*

- Was in charge of marketing at DCS, a leading marketing agency and managed IT service provider, by developing and implementing strategic solutions that combined innovative marketing approaches with robust IT support. My role focused on driving measurable outcomes for clients across diverse industries.
  - Marketing Expertise: Designed and executed digital marketing strategies, including SEO, PPC, content creation, and social media campaigns, resulting in increased lead generation and improved ROI. Developed cohesive branding and design materials to ensure consistent messaging across digital platforms and print materials.
  - IT Integration: Collaborated with IT teams to deliver scalable solutions such as cloud migrations, network optimization, and enhanced cybersecurity. Integrated marketing platforms with CRM systems to streamline client workflows and improve data-driven decision-making.
  - Boosted client website traffic by 40% through targeted SEO and content strategies. Increased ROI by 30% through high-performing digital campaigns. Played a pivotal role in onboarding major clients, contributing to revenue growth and expanding the company's market reach.
- Streamlined client operations by integrating marketing automation with IT systems, enhancing efficiency and performance

## **DCS: IT services provider & marketing agency**

**Jan 2017 - Dec 2018**

### *Marketing Account Manager*

*Mahwah, NJ*

- Worked directly with clients to identify challenges and create tailored marketing and IT solutions that aligned with their business objectives. Provided performance insights and strategic recommendations, consistently surpassing client expectations.

## **RELOCATION**

**2016 - 2017**

### *Immigration: Fled Russia in 2016 as a Putin opposition leader, seeking political asylum (now a U.S. citizen)*

*Russia*

- Utilized digital marketing skills to secure media coverage exposing Putin's regime in a provincial Russian town, resulting in features by Associated Press, The Times, Daily Mail, Politico, and Independent

## **SKILLS**

- **Skills:** Strategic planning, Marketing strategy, Data Analysis, UX/UI Knowledge, PPC Expert, SEO Expert, Performance Marketing, Brand Management, Product Management, Social Media Marketing, Growth Marketing, CRM/Automation, Go-to-Market Strategy, Budget Management, Conversion Rate Optimization, Email Marketing, Team Collaboration, Content Marketing, Digital Transformation Skills, Martech Integration
- **General Skills Toolset:** Microsoft 365, G-Suit, Zoho CRM, Salesforce, AutoTask, LibreOffice, PDF-Filler, Trello, NetSuite, Azure DevOps
- **AI-driven marketing skills toolset:** Jasper AI, Amplemarket, Leadforensics, Synthacea, DallE, ChatGPT, Bard, Copilot, Perplexity AI
- **Website design skills toolset:** HTML, CSS, WordPress, Wix, Canva, Figma, Elementor, slider Revolution, Divi builder, Medsys builder, Beaver builder

- **SEO skills toolset:** Moz, Ahrefs, SemRush, SpyFu, Long Tail Pro, Majestic, Wordai, Google API, IP Vanish, Agency Analytics
- **Local SEO skills toolset:** Google Business profile, Bing Places, Advice Local, Syn Up, Yext
- **PPC Ads skills toolset:** Google Ads, Bing Ads, LinkedIn Ads, Yandex Commander, Google Ads Editor, Amazon Merchant Center
- **Social media marketing & content building skills toolset:** FB, Instagram, In, Blog2Social, CopyScape, TextBroker, I-writer, Article builder, Buzzsumo
- **Email marketing skills toolset:** Mailchimp, Constant Contact, Zoho Campaigns
- **Reputational marketing skills toolset:** Google Alerts, How Social, Social Mention, Mention, Metimentics, Medium, Vocal, prolog.org, pr.com, onlineprnews.com, newswirenext.com, businesswire.com, cision.com, icrowatchwire.com
- **Analytics skills toolset:** Google Search Central, Google Analytics, Google Search Console, Agency Analytics, Bing Webmaster Tool, Yandex Metrika, Tableau, Qlik Analytics, Zoho Analytics

## EDUCATION

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### Orel Technical University

**1998 - 2003**

*Russian equivalent of a Juris Doctor (JD)*

*Orel, Russia*

- **GPA:** Cum Laude
- **Coursework:** Civil Law

### The Open University

**2008 - 2011**

*Master's degree, Management*

*Milton Keynes, United Kingdom*

- **GPA:** Cum Laude
- **Coursework:** Marketing, Management

### Google/ Yandex/ Bing Certification

**Jan 2015 - 2025**

*Google Partner since 2019, Yandex Direct/Metrika certified since 2015, Google Ads/Bing Ads/Analytics certified since 2017.*

## PUBLICATIONS

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- Natalia Golenkova. What Works Online. *KDP Medium, 2019-Present. Contribute articles on digital marketing at natalia-golenkova.medium.com*
- Natalia Golenkova. Medium. *Vocal Media, 2021-Present. Contribute articles on digital marketing at vocal.media/authors/natalia-golenkova*
- Natalia Golenkova. Vocal Media. *Contribute articles on digital marketing at vocal.media/authors/natalia-golenkova*