



# NATALIA GOLENKOVA

HEAD OF MARKETING, HEAD OF DIGITAL MARKETING, HEAD OF SEO, HEAD OF PPC, DIGITAL MARKETING DIRECTOR, OR SIMILAR ROLES

✉ [57golenkova@gmail.com](mailto:57golenkova@gmail.com)

☎ 201-562-7052

🌐 [dmarketergolenkova.com](http://dmarketergolenkova.com)



Goal-oriented, data-driven marketing leader with over 10 years of hands-on experience in digital and traditional marketing. Specializes in lead generation and customer acquisition through SEO, PPC, SMM, EMM, and reputation management. Skilled at delivering measurable results in competitive environments and managing significant budgets with strong ROI.

Proven track record of driving revenue growth and profitability by optimizing customer journeys, implementing advanced marketing automation, managing pay-per-click campaigns, developing/executing search engine optimization initiative, and seamlessly integrating AI-driven technologies to enhance campaign performance and strategic decision-making.

Experienced in building enterprise-level digital presences from scratch, setting strategic goals, refining marketing plans and driving KPIs. Google, Bing, and Yandex certified marketing expert since 2016. Google Partner consultant since 2019.

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. Also, 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, a double black diamond skier (risk-taker on slopes); a novice long-distance runner (still working on the 'long' part) and a devoted tea lover (because some of life's best decisions are made while the kettle boils) . Open to full-time remote or hybrid positions within the New York City Metropolitan Area with compensation aligned to [industry standards](#).

## CONTACT

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## TECHNICAL SKILLS

Marketign automation, Marketing strategy, Data Analysis, UX/UI Knowledge, PPC Expert, SEO Expert, Performance Marketing, Brand Management, Product Management, Social Media Marketing, Growth Marketing, CRM/Automation, Budget Management, Conversion Rate Optimization, Email Marketing, Team Collaboration, Digital Transformation Skills, Martech Integration

## SOFT SKILLS

Analytical Thinking & Problem-Solving: [IQ 125](#); Ability to inspire & lead cross-functional/intrenational teams: Bilingual: English & Russian; Making confident, well-informed decisions under pressure/ Resilience & Adaptability: U.S. citizen with a strong background in overcoming challenges, including navigating political adversity as a former opposition leader in Russia.



## EXPERIENCE

### SENIOR MARKETING MANAGER

2023 - PRESENT

[Bergen Logistics, Elanders Group](#): **Global Supply Chain & SaaS Solutions**

- Increased global (NA, EU, UK, APAC) digital marketing revenue share to 46% in 2024 (from 34% in 2023) despite economic challenges.
- Directed digital/ traditional marketing teams, delivering measurable results & fostering collaboration across sales, BD & IT departments and reducing costs.
- Achieved 15% PPC budget savings by bringing campaign management in-house, enhancing agility & ROI.
- Boosted website Domain Authority from 26 to 31, driving organic lead generation, optimizing local SEO & improving brand reputation.
- Resolved lead attribution challenges & enhanced tracking accuracy. Streamlined workflows & leveraged AI technologies to advance marketing strategies.
- Led video content production, webinars & traditional lead generation efforts.
- Ensured compliance with GDPR, Privacy & ADA standards.

### DIGITAL MARKETING MANAGER

2023 - PRESENT

[CloudX Systems](#): **SaaS, cloud-based WMS**

- Managed digital marketing initiatives, driving website traffic from 0 to 20K/month & increased Domain Authority from 0 to 14 through SEO, content marketing & UX/UI improvements.
- Created industry-specific content & high-ROI PPC campaigns across Google Ads, Bing Ads & LinkedIn.
- Expanded social media presence, improved lead attribution with CRM integration
- Aligned marketing strategies with product & sales teams to support client acquisition & retention.

## GENERAL TOOLSET

Microsoft 365, G-Suit, Zoho CRM, Salesforce, Netsuite, AutoTask, LibreOffice, PDF-filler, Trello, Azure DevOps

## AI TOOLSET

Jasper AI, Amplemarket, Leadforensics, Synthesia, Dall.E, ChatGPT, Bard, Copilot, Perplexity AI

## WEB DESIGN TOOLSET

HTML, CSS, WordPress, Wix, Canva, Figma, Elementor, slider Revolution, Divi builder, Medsol builder, Beaver builder

## SEO TOOLSET

Moz, Ahrefs, SemRush, SpyFu, Long Tail Pro, Majestic, Wordai, Google API, IP Vanish, Agency Analytics, Google Business profile, Bing Places, Advice Local, Syn Up, Yext

## PPC TOOLSET

(Google/Bing/Yandex certified; Google Partner): Google Ads Editor, Google Ads, Bing Ads, LinedIn Ads, Yandex Commander, Amazon Merchant Center

## SMM TOOLSET

FB, Instagram, In, Blog2Social, CopyScape, TextBroker, I-writer, Article builder, Buzzsumo, ChatGPT

## EMM TOOLSET

Mailchimp, Constant Contact, Zoho Survey

## REPUTATION TOOLSET

Google Alerts, How Social, Social Mention, Mentionlitics, Medium, Vocal. Press release/content distribution to the top national/regional media via prlog.org, pr.com, onlineprnews.com, newswirenext.com, businesswire.com, cision.com, icrowdnewswire.com

## ANALYTICS TOOLSET

Google Search Central, Google Analytics, Google Search Console, Agency Analytics, Bing Webmaster Tool, Yandex Metrika, Tableau, Qlik Analytics, Zoho Analytics

## PUBLICATIONS

**Natalia Golenkova (2025). What Works Online.** KDP

**Medium, 2019-Present.** Contribute articles on digital marketing at [natalia-golenkova.medium.com](https://natalia-golenkova.medium.com)

**Vocal Media, 2021-Present.** Contribute articles on digital marketing at [vocal.media/authors/natalia-golenkova](https://vocal.media/authors/natalia-golenkova)

## DIGITAL MARKETING DIRECTOR

2021 - 2023

**[Dimaco Web](#): Digital marketing agency for healthcare industry**

- Delivered measurable results for 30+ healthcare & mental health clients, leading marketing & IT teams.
- Drove 20% YoY growth in qualified leads with multi-channel strategies, boosted organic traffic by 40% through SEO & reduced CPC by 25% in high-budget PPC campaigns.
- Crafted trust-building content while ensuring HIPAA compliance & ethical practices.

## DIGITAL MARKETING ADVISOR

2021 - 2023

**[JOHN DUNHAM & ASSOCIATES](#): Economic studies**

- Led a digital marketing team at a firm specializing in economic studies, enhancing data-driven communications for trade groups, non-profits, coalitions & political campaigns.
- Managed the creation of user-friendly websites showcasing economic data, boosting engagement. Executed SEO strategies to improve site visibility and rankings.
- Coordinated with cross-functional teams, ensuring project milestones were met. Partnered with economists & developers to integrate real-time data into accessible web interfaces.
- Managed timelines & quality assurance for multiple digital campaigns, ensuring successful outcomes aligned with client objectives.

## HEAD OF DIGITAL MARKETING

2017 - 2020

**[DCS](#): IT services provider & marketing agency**

- Led marketing at DCS, a marketing agency & integrated IT services provider.
- Increased website traffic by 65% through SEO and content strategies, boosted ROI by 30% with high-performing campaigns, and drove revenue growth by onboarding major clients.
- Streamlined operations by integrating marketing automation with IT systems for improved efficiency.

## RELOCATION: CAREER BREAK

2016 - 2017

- Fled Russia in 2016 as a Putin opposition leader, seeking political asylum (now a U.S. citizen). Leveraged the digital marketing expertise to secure media coverage exposing Putin's regime in a provincial Russian town, featured in [Associated Press](#), [The Times](#), [Daily Mail](#), [Politco](#), & [Independent](#).



## EDUCATION

### Google/Bing/Yandex Certification

2015 - 2025

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

### The Open University, Milton Keynes, United Kingdom

2008 - 2011

- Master's degree in Management.

### Orel Technical University, Orel, Russia

1998 - 2003

- Russian equivalent of a Juris Doctor (JD), Summa Cum Laude.