



NATALIA GOLENKOVA

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

✉ 57golenkova@gmail.com

☎ 201-562-7052

📍 322 Bogert Ave,
Ridgewood, NJ, 07450

🌐 dmarketergolenkova.com



Goal-oriented, data-driven marketing leader with over 10 years of hands-on experience in digital and traditional marketing. Specializes in growth marketing, lead generation and customer retention 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 (including tech SEO), and seamlessly integrating AI-driven technologies across B2B and B2C industries.

Experienced in building enterprise-level digital presences from scratch, setting strategic goals, refining marketing plans and driving KPIs. Google/ Bing/ Yandex certified PPC marketing expert since 2016. "Google Partner" 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](#).

SKILLS

TECHNICAL SKILLS

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

SOFT SKILLS

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

GENERAL TOOLSET

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

LEADGEN AUTOMATION TOOLSET

Warmly/LeadForensics/ Vecrator/RB2B, Amplemarket/Appolo, Avoma, AnswerForce



EXPERIENCE

MARKETING DIRECTOR

2025- CURRENT

[Jay Group](#) Inc-5000 Supply Chain 3PL & SaaS Solutions

- Lead digital & traditional marketing for an Inc. 5000-recognized supply chain 3PL/ SaaS provider, driving growth through data-driven strategy, automation & AI-powered martech with a strong focus on lead gen.
- Successfully manage in-house, remote & fractional marketing teams alongside cross-functional teams to drive measurable results & strengthen lead generation.
- Joined in June 2025; transitioned all marketing functions in-house (including SEO, PPC, SMM & EMM), saving budget & funding key digital upgrades. Leading the rebuild of the website/ client portal while developing an AI-driven marketing engine integrating SEO, PPC & CRM automation. Implemented visitor de-anonymization, AI-assisted lead nurturing & privacy-safe retargeting for PPC, achieving a 20% increase in lead generation within the first five months. More measurable SEO, PPC, and automation results to follow in 2026.

SENIOR MARKETING MANAGER

2023 - 2025

[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.

AI TOOLSET

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

SEO TOOLSET

Google Search Central, Google Search Console, Google API, 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, LinkedIn Ads, Yandex Commander, Amazon Merchant Center

WEB DESIGN TOOLSET

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

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

Medium, 2019-Present. Contribute articles on digital marketing at natalia-golenkova.medium.com

Vocal Media, 2021-Present. Contribute articles on digital marketing at vocal.media/authors/natalia-golenkova

DIGITAL MARKETING MANAGER

2023 - 2025

[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.

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.

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](#), [Politico](#), & [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.