



# NATALIA V. GOLENKOVA

VP OF MARKETING, VP OF GROWTH, VP OF DEMAND GENERATION,  
VP OF MARKETING & GTM, VP OF REVENUE MARKETING OR SIMILAR

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Goal-oriented, data-driven marketing executive with 10+ years of experience building full-funnel demand generation engines across B2B & B2C, from GTM strategy to hands-on execution — turning marketing from cost into a revenue center. Core expertise across product marketing, sales enablement, marketing operations, revenue attribution, ABM & analytics. Builds scalable lead generation & customer retention engines through SEO, GEO, PPC, email, social, martech automation & AI integration — delivering measurable pipeline growth & strong ROI across significant budgets.

Proven track record building enterprise-level digital presences from scratch across SaaS, supply chain, healthcare, fintech & non-profit — managing seven-figure marketing budgets with full P&L accountability. Google/Bing/Yandex certified PPC expert since 2016; Google Partner since 2019. Published marketing executive recognized as a 2026 Women in Supply Chain Trailblazer (Food Logistics) & featured on Influential Women.

Bilingual (English & Russian) leader experienced in building & managing US-based teams, remote professionals & international freelancers. Partners closely with sales, product & executive leadership to align marketing with revenue goals.

Deep applied knowledge of GDPR, HIPAA, ADA, LegitScript & privacy compliance — a differentiator in regulated industries where marketing execution must meet legal standards.

Master's in Management (UK); equivalent of a Juris Doctor (RU).

As a US citizen granted political asylum, offers a unique combination of diversity, resilience & innovative thinking. Double black diamond skier, novice marathon runner chasing Athens 2026 & devoted tea lover. Open to remote or hybrid positions.

## SKILLS

### TECHNICAL SKILLS

Marketing automation, Marketing strategy, GTM strategy, Demand generation, ABM, Sales enablement, Revenue attribution, Lifecycle marketing, 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, 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, Trello, Azure DevOps

### LEADGEN AUTOMATION TOOLSET

Warmly/LeadForensics/ Vector/RB2B, Amplemarket/Apollo, Avoma, AnswerForce, Notion



## EXPERIENCE

### MARKETING DIRECTOR

2025 - CURRENT

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

- Tripled lead generation by building an AI-powered lead gen engine integrating SEO, GEO, PPC, martech automation, visitor de-anonymization, automated cold outreach, data enrichment, predictive scoring & CRM-triggered nurture sequences.
- Doubled organic traffic for an Inc. 5000-recognized supply chain 3PL/ SaaS provider by leading data-driven SEO strategy, AI-powered content optimization, and launching a new website built for generative AI discoverability, SEO performance, improved user experience, and faster load times.
- Transitioned all marketing functions in-house (SEO, PPC, SMM, EMM) & rebuilt the website from scratch as a lead generation hub — saving budget that funded digital upgrades and the launch of OMS, a proprietary SaaS product.
- Improved digital compliance while building and managing in-house, remote, and fractional teams to drive marketing-sourced pipeline growth.

### SENIOR MARKETING MANAGER

2023 - 2025

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

- Increased global (NA, EU, UK, APAC) marketing-sourced revenue share to 46% in 2024 (from 34% in 2023) despite economic challenges.
- Led a team of 4 direct reports, 3 cross-functional collaborators and external agency partners.
- 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, ChatGPT, Claude, Copilot, Perplexity AI, Midjourney, DALL-E, Surfer SEO, Descript | Prompt Engineering

**SEO TOOLSET**

Google Search Central, Google Search Console, Google API, Moz, Ahrefs, SemRush, SpyFu, Long Tail Pro, Majestic, Wordai, Agency Analytics, Google Business Profile, Bing Places, Advice Local, Synup, 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,

**SMM TOOLSET**

Meta, Instagram, LinkedIn, Blog2Social, Buzzsumo

**EMM TOOLSET**

Mailchimp, Constant Contact, Zoho Survey, HubSpot, Reach Engine

**PR TOOLSET**

Google Alerts, 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**

GA4, Google Search Central, Google Search Console, Agency Analytics, Bing Webmaster Tool, Yandex Metrika, Looker Studio, Tableau, Qlik Analytics, Zoho Analytics, Looker Studio

**AWARDS**

- 2026 Women in Supply Chain Trailblazer – Food Logistics
- 2026 Influential Women – Influential Women / influentialwomen.com

**PUBLICATIONS**

**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)

**HEAD OF MARKETING**

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.
- Increased social media presence by 120%, improved lead attribution with CRM integration.
- Aligned marketing strategies with product & sales teams to support client acquisition & retention.

*Note: CloudX Systems is a Bergen Logistics affiliate; roles were concurrent.*

**DIGITAL MARKETING DIRECTOR**

Dimaco Web: Digital marketing agency for healthcare industry 2021 - 2023

- Delivered measurable results for 10+ 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.
- *Note: Fractional role, concurrent with full-time position at DCS.*

**SENIOR ACCOUNT MANAGER**

2017 - 2023

DCS: IT services provider & marketing agency

- Promoted from Marketing Specialist (SEO/PPC) → Account Manager → Senior Account Manager, managing the digital presence of 30+ clients.
- Led digital marketing in close collaboration with IT and cybersecurity teams, building strong technical fluency across infrastructure, security, and compliance.
- 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.

**DIGITAL MARKETING ADVISOR**

2016 - 2020

John Dunham & Associates: Economic research & policy communication firm

- Developed & executed digital marketing strategy for a policy economics firm serving trade associations, non-profits, corporations, law firms & political campaigns - driving visibility for 30+ annual economic impact studies.

**RELOCATION: CAREER BREAK**

2016

- 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, featured in [Associated Press](#), [The Times](#), [Daily Mail](#), [Politico](#), & [Independent](#).

**EDUCATION****Google/Bing/Yandex Certification**

2015 - PRESENT

- Google Partner since 2019, Yandex 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.