

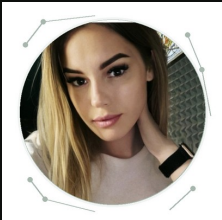
OLESIA BOTSIEVA

MARKETING PROJECT MANAGER / CREATIVE PRODUCER

Integrated Marketing | Creative Production | Special Projects | AI | Tech

Batumi, Georgia | Remote / Relocation
olesia.russi@gmail.com | LinkedIn | Telegram @Olesruss

Portfolio: olesia.work



10+	\$120K+	400+	5M+
YEARS IN MARKETING	ANNUAL BUDGET	CAMPAIGNS / YEAR	IMPRESSIONS

PROFILE

Marketing Project Manager / Creative Producer with 10+ years across digital marketing, tech and international projects. Own projects from insight and brief through concept, budget, production, launch and performance review. Combine creative production with structured delivery and performance thinking, working across internal teams, agencies, vendors, artists and community partners.

CORE Project delivery | Creative production | Integrated campaigns | Scope & timelines | Budgets | Stakeholder management | Agencies & vendors | Special projects & events | Paid media | Analytics & attribution | AI-assisted workflows

PROFESSIONAL EXPERIENCE

2GIS

HR Marketing Lead | Marketing Project Management

Lead cross-functional marketing and creative projects for the 2GIS R&D; organization (2,020 employees), spanning digital campaigns, technology events, sponsorships, employer brand and special projects.

- Own projects from brief and budget through concept, production, launch and results review; align internal teams, agencies, vendors, media and community partners.
- Manage \$120K+ annual budget and 400+ campaigns per year supporting approximately 70 technical hiring priorities.
- Delivered integrated campaigns and special projects generating 5M+ impressions; increased candidate applications by 40% through channel and acquisition optimization.
- Produced an AI-led promo for a team-leads meetup in 8 days with no dedicated video-production budget; achieved 91 registrations vs 80 target and 64 attendees.
- Created a Day of the Programmer urban art activation end-to-end - concept, artist sourcing, logistics, documentation, risk approvals, budget and media - generating 2M+ reach and 8K route builds vs a 1K goal.
- Led Employer Value Proposition (EVP) development for R&D;,, coordinating leadership and two external consulting agencies from research through final recommendations.
- Built UTM-based attribution and automated reporting connecting marketing activity with recruitment stages and campaign performance.
- Developing a research-led 4-minute animated internal brand story based on 20 employee interviews, extending the concept into branded merchandise.

May 2024 - Present

DataArt

HR Marketing Specialist | Global Recruitment Marketing

Nov 2020 - May 2024

- Managed international digital marketing initiatives across North America, Europe, Latin America and CIS with distributed recruitment and marketing teams.
- Planned, launched and optimized 9,000+ digital campaigns, translating hiring demand into campaign plans across multiple markets and time zones.

Coordinated parallel requests with recruiters, marketers and hiring managers; managed audience, creative requirements, launch, optimization and reporting.

Worked hands-on with LinkedIn Ads, Google Ads, Meta Ads, Microsoft Ads and X, adapting targeting and messaging by market.

Built Looker + SQL dashboards and standardized reporting, documentation and training materials, reducing manual reporting and improving visibility into campaign performance.

EARLIER EXPERIENCE

ITMO University

Project Manager - International Art & Science Program

Sep 2018 - Nov 2020

- Owned an international English-language Art & Science program across planning, venue sourcing, lecturer recruitment, international participant acquisition, operations and marketing.
- Coordinated lecturers, students, internal university teams and external partners while managing changing requirements and parallel delivery workstreams.

Idea Marketing

Senior Marketing Manager | Digital Marketing Agency

3 years | prior to Sep 2018

- Managed client digital marketing projects from planning through execution, balancing multiple accounts, briefs, specialists, deliverables and deadlines.
- Worked directly with clients and internal teams to align campaign priorities and integrated digital marketing activity.

EDUCATION & PROFESSIONAL DEVELOPMENT

EDUCATION	PROFESSIONAL DEVELOPMENT
Bachelor's Degree in Psychology - In Progress	Data-Driven Approach in Marketing - SETTERS EDUCATION, 2026
College Diploma in Advertising	Digital Marketing Specialization - University of Illinois Urbana-Champaign, 2020

TOOLS & AI

PROJECT & DELIVERY	ANALYTICS	MEDIA & CREATIVE
Jira Confluence Notion	Power BI Looker Google Analytics Yandex Metrica Excel	Google Ads Meta Ads LinkedIn Ads Figma
AI & CREATIVE	WEB PROTOTYPING	
ChatGPT - research, ideation, structuring & content workflows Kling - AI video & animation AI image/video generation	AI-assisted web prototyping (vibe coding) Landing pages & interactive marketing prototypes Portfolio site created as a working example	

CREATIVE PROJECT

MYTHS AT WORK - Personal AI video series connecting classical mythology with modern IT and workplace ideas. I own concept, analogy, scripting, visual direction, AI generation, animation and editing. Selected reels reached 300K+ organic views each and thousands of likes; inbound interest led to a 15-person learning group that I am currently teaching.

LANGUAGES

Russian - Native English - Upper-Intermediate (B2)