



Growth Lead

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Name: **Andrii Yeshchenko**

Where I am: **Barcelona, Spain**

Originally from: **Kyiv, Ukraine**

On-had experience: **6 years**

Sectors: **Legal, Finance, AI, Pharma, Marketing Agencies**

I am helping SMEs to unlock new scales with **Marketing Automation**, strategic **Growth Hacking**, and agile **Hubspot management**. Previously I've led a marketing team to achieve a steady 30% monthly revenue increase, managed a flow of **600,000 leads in HubSpot**, **expanded operations** into key European markets, and uncovered unexplored lead generation with SEO and Growth Hacking guiding to **100K+ in additional sales**.

Besides, I love teamwork, cycling, chess, and educating myself about AI so it won't steal my job.

EXPERIENCE

HUBSPOT MANAGER

AMLBot. March 2024 - Present

Aiming at efficient use of CRM with 600K contacts, I have been helping Saas AML Compliance company.

- Streamlining revenue operations with B2B Sales Enablement, Data Enrichment, and customer segmentation for cross-selling.
- Executive-level reporting, development, and implementation of workflow architecture.
- Developed and implemented workflow architecture, improving lead attribution and executive-level reporting, focusing on CRM strategy and pipeline management.

GROWTH MARKETING LEAD

Chatty Insights. March - June 2024

To reach product-market fit for an AI SaaS startup, I led a team to increase the customer base and website traffic by 5x within 3 months., driving significant revenue growth and enhancing user acquisition.

- Improved brand positioning by directing targeted content including redesigning the website, product PDFs, and market studies.
- Incorporated US-focused SEO, leading to an increase of 73% in traffic and 136% in organic visitors, maximizing online visibility.
- Implemented integrated inbound and outbound lead strategies, resulting in a 130% increase in SQLs, and utilized data-driven marketing A/B testing for customer journey development

OTHER ROLES

Freelance. 2023 - 2024

- Hubspot Consulting for **Anthill Agency** and **Vexco Solutions**.
- Marketing Consulting for **Homcho**.

EDUCATION

- MA in Marketing, Spain, 2020
- Erasmus in Journalism, Belgium, 2019
- BA in Journalism, Poland, 2016 - 2019

CERTIFICATIONS

- Product-Led Growth (Reforge)
- Growth Series (Reforge)
- MarTech Live Course (Reforge)
- Marketing Leadership (Reforge)
- GPT Prompt Engineering (Coursera)
- Advanced Google Analytics 4 (Google)
- Marketing Software (Hubspot)

LANGUAGES

- English (Advanced)
- Russian (Native)
- Ukrainian (Native)
- Spanish (Upper-Intermediate)
- Polish (Upper-Intermediate)

SKILLS

HubSpot CRM, Wordpress, Zapier, GA 4, Miro, ChatGPT Prompting, SEO, Data Enrichment, Automation, SQL, Looker, Tableau, Retention, Go-to-market strategy, Content & Lifecycle Marketing, Conversion Rate Optimization, Customer Journey Mapping

GROWTH MARKETING SPECIALIST

Lexidy Law Boutique. February - October 2023

Given the company's rapid scale-up, I have dedicated myself to pivotal projects, optimizing CAC, and enhancing operational capabilities, such as enabling Omnichannel and implementing experimentation sprints:

- Implemented growth strategies to increase lead generation on YouTube by 2000%, Google My Business by 330%, and Blog Content by 400%, showcasing a creative-analytical blend for measurable success that led to 90K of total additional revenue.
- Led the expansion into Milan, Athens, and Paris, spearheading local marketing initiatives and facilitating CRM expansion.
- Enhanced customer engagement by reducing average lead response time by 20%, integrating WhatsApp into Lexidy's omnichannel strategy.
- Played a crucial role in shaping the Go-to-Market strategy through Buyer Persona, Benchmarking, and Competitive analysis.

DIGITAL MARKETING AND HUBSPOT SPECIALIST

Lexidy Law Boutique. 2021 - 2023

Following my internship, I was promoted and became the official HubSpot SME where I played a pivotal role in driving the company's digital marketing success.

- Collaborated closely with the management team to increase lead generation, improve lead scoring, and conversion rates, significantly boosting performance metrics.
- Designed and managed customer journeys with sales lifecycle processes, steadily improving client engagement and retention.
- Developed unit-specific reporting around marketing, sales, and BI which was crucial in informed strategic decision-making and enhancing efficiency.
- Owned WordPress management while expanding the blog outreach and increasing Conversion Rate Optimization through SEO.
- Spearheaded internal events and initiatives that promote team spirit and cooperation.

SEO, WORDPRESS AND HUBSPOT SPECIALIST

Lexidy Law Boutique. 2020 - 2021

At Lexidy, a tech law boutique with a startup-oriented mindset, I embarked on an internship following my master's degree. This role offered me abundant opportunities to learn, and experiment:

- Implemented an effective SEO strategy resulting in a 20% increase in outreach, combined with launching email campaigns and growing LinkedIn followers from 600 to 3,700 through creative content.
- Reduced operational costs by co-developing a machine learning tool for contextual analysis, integrated with HubSpot via RPA tool, reducing manual data logging by 98%.
- Became the key tech problem solver and streamlined CRM operations, managing lead flows and fixing workflow errors, which deepened my understanding of each department's role and informed targeted marketing strategies.

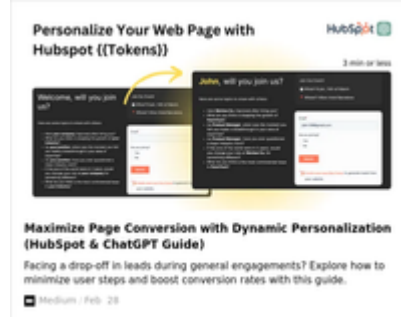
MARKETING SPECIALIST

Patchwork Warsaw Hostel. 2019-2020

CONTENT MARKETING INTERN

Smart Medical Center. 2018 - 2019

CASE STUDIES



RECOMMENDATIONS

Working with Andrii was a truly positive experience. His knowledge on organic lead generation is without any doubt excellent. Even when we were skeptical about focusing on it, he showed us with data that optimizing for it would be smart tactic.



Pietro Ferracini
CEO at Chatty Insights

We worked together for almost 4 years and we faced a lot of challenges together and grew from interns to senior roles. He is one of the best minds I've ever met, he has an incredible ability to think out of the box that combined with a sharp mind can solve almost any challenge that he is facing.



Javier Garcia
Founder of Vexco Solutions

Andrii is an unstoppable silent force towards the targets. Always willing to listen to colleagues, to collaborate wherever possible, and to make you feel good personally and professionally.



Juan Diego Muñoz
Head of Real Estate at Lexidy

Andrii is an outstanding marketing specialist who has made a substantial impact on our company's success. His proficiency in Hubspot, WordPress, and YouTube projects, skillful management of his day-to-day tasks, and infectious positive attitude make him an exemplary employee.



Valery Shima
Executive Assistant at Lexidy