

Leo Goryachev

Digital Marketing & Transformation Manager

CONTACTS

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EDUCATION

2016–2017

University of Amsterdam
Research Master's
New Media & Digital

2015–2016

University of Amsterdam
Master's
Media Studies

2011–2015

HSE School of Economics
Bachelor's
Management & Behavior

LANGUAGES

English: Native/Bilingual
Russian: Native/Bilingual
Dutch: Intermediate
German: Basic

EU Citizen, no sponsorship or visa required

PROFILE

Full-stack digital marketing manager with a knack for designing excellent services, creating value through content, and streamlining user & customer journeys.

Equally able to execute performance marketing campaigns *and* manage high-impact digital transformation projects while reporting to CxOs.

WORK EXPERIENCE

GLOBAL MARKETING & TRANSFORMATION MANAGER

Brand van Egmond – Naarden, NL

Feb 2025–Present

- Oversaw the marketing department and managed internal and external teams from planning to delivery
- Led and managed the omnichannel marketing strategy, set up analytics and reporting frameworks aligned with business goals
- Implemented a data-driven marketing approach, leveraging it to improve the marketing funnel and drive lead generation online and offline
- **Key projects:** Marketing data strategy, ERP & CRM migration

MARKETING TRANSFORMATION MANAGER

HOYA Vision Care – Amsterdam, NL

Jan 2023–Aug 2024

- Led a portfolio of front-office change management projects, supporting B2B and B2BC operations
- Represented the global and local marketing departments, ensuring alignment between the digital transformation efforts and business-as-usual marketing activities
- Owned B2B and B2C customer journeys
- Reported directly to the Business Architect and collaborated with IT, Data, Finance, Legal & Compliance teams
- **Key projects:** Company-wide AI Accelerator, Service Blueprinting

SKILLS

Digital Marketing Strategy
Digital Transformation
AI for Business
SEA, SEO, CRO, Affiliate
Data Analysis & Reporting
Marketing Automation
Marketing Copywriting
Project Management
Agile Approach
Leadership & Mentoring

TOOLS

Google Tools:

- Analytics (GA4)
- Looker Studio
- Tag Manager
- Search Console

Advertising:

- Google Ads
- Bing Ads
- Meta Ads
- LinkedIn Ads

CMS:

- WordPress
- Optimizely
- TYPO3
- Lightspeed

Reporting/Automation:

- Hubspot
- Salesforce
- Power BI
- Zapier

Email Marketing:

- Mailchimp
- Benchmark
- Active Campaign
- Episerver

GLOBAL DIGITAL MARKETING MANAGER

HOYA Vision Care – Amsterdam, NL

Jul 2022–Jan 2023

- Owned international marketing campaigns and led the marketing efforts behind new product introductions
- Collaborated with local and global agencies to optimize campaign performance and alignment with business goals (SEA, CRO, affiliate/KOLs, email marketing & automation)
- Managed the marketing team's budget as well as external vendors & agencies, successfully optimizing spend
- **Key projects:** B2B/B2C website rollout (40+ locations), Global Google Ads strategy implementation

DIGITAL MARKETING CONSULTANT

Freelance

Feb 2020–Present

- Performance and affiliate marketing for small brands
- Project management and internal digital transformation support for a music label
- Content strategy design and execution for a mobile app
- Content framework and copywriting for an HR SaaS startup

SENIOR DIGITAL MARKETER

New Digitals – Amsterdam, NL

Dec 2020–Jul 2022

- Provided full-spectrum e-commerce services for clients & in-house projects (SEA, SEO, CRO, SMM, email)
- Personally oversaw a successful end-to-end launch of multiple webshops for online retailers across Europe
- Led a team of marketers to optimize every aspect of marketing campaigns and develop a scalable blueprint

ECOMMERCE/DIGITAL MARKETER

New Digitals – Amsterdam, NL | Jan 2018–Dec 2020

SOCIAL MEDIA MARKETER

yQ B.V. – Amsterdam, NL | Sep 2016–Oct 2017

COMMUNITY SUPPORT MANAGER

Progrestart LTD – Moscow, RU | Sep 2013–Jun 2014

SOCIAL MEDIA MARKETING MANAGER

Paper Planes Consulting – Moscow, RU | Feb 2012–Jun 2013