

ANNA VOLKOVA

Product Marketing Manager | Fintech

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Open to relocation to London

PROFESSIONAL SUMMARY

Product marketing manager with 6 years of experience in fintech and mobile banking. Led go-to-market for savings, cards and payments features in 3 markets. Combines positioning and messaging with A/B testing and funnel analytics. Partners with product, legal and compliance teams in regulated consumer products.

WORK EXPERIENCE

Senior Product Marketing Manager, Finly (digital banking app), Belgrade, Serbia

Mar 2023 – Present

- Led positioning and go-to-market for a savings account launch in Serbia and Montenegro; reached 42,000 accounts in the first 6 months.
- Built a messaging framework with product, legal and compliance teams; cut review cycles from 10 to 4 working days.
- Ran 25+ A/B tests on onboarding screens and in-app messages; raised card activation from 51% to 63%.
- Defined launch success metrics with data analysts and introduced a monthly launch report for leadership.

Product Marketing Manager, Brightpay (B2B payments startup), Moscow, Russia

Jun 2020 – Feb 2023

- Launched 9 product features, from customer research to release notes and sales enablement materials.
- Interviewed 60+ small business owners; findings reshaped the pricing page and increased trial-to-paid conversion by 12%.
- Coordinated lifecycle email and push campaigns with the CRM team for 4 customer segments.

Marketing Specialist, Nova Retail, Moscow, Russia

Jul 2018 – May 2020

- Prepared competitor reviews and seasonal promo calendars for a chain of 40+ stores.

SKILLS

Product marketing: positioning, messaging, go-to-market, launch planning, customer research

Growth and analytics: A/B testing, funnel analysis, SQL (basic), Amplitude, Google Analytics 4

Tools: Figma, Notion, Jira, HubSpot

EDUCATION

Bachelor's degree in Marketing, Plekhanov Russian University of Economics, Moscow, 2014–2018

CERTIFICATIONS

Product Marketing Core, Product Marketing Alliance, 2024

LANGUAGES

Russian (native) · English (C1) · Serbian (B1)