

Mykyta Martynov

Marketing & Growth Executive

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PROFILE

Marketing & Growth Executive with 10+ years of experience in digital marketing, client services, project and portfolio management, and operational management. Led full-funnel marketing and cross-functional teams from strategy and acquisition through conversion, retention and analytics. Managed a 45-person function and its P&L; oversaw 400 active projects per month and UAH 1B+ in annual client digital budgets.

CORE COMPETENCIES

Digital growth strategy · Full-funnel marketing · E-commerce · Customer Success · Client services · P&L management · Portfolio management · PMO · Strategic accounts · Cross-sell · Retention · NPS / CSAT · ROMI / ROAS · CAC / LTV · KPI management · Executive reporting · Organization design · Matrix leadership · Change management

PROFESSIONAL EXPERIENCE

Director of Customer Success

07.2024 — 05.2026

PROMODO · KYIV

- Led a 45-person function, owned its P&L, and oversaw 400 active projects per month, 1,800 domains and UAH 1B+ in annual client digital budgets.
- Delivered +45% function revenue growth and 120% cross-sell plan attainment in 2025–2026.
- Led marketing strategy development: assessed growth potential across all digital channels, defined the optimal channel mix, forecast budgets and commercial outcomes, and translated insights into a prioritized roadmap.
- Built a Customer Success operating model across SLA, CJM, QBR, Health Score, renewal preparation, portfolio reviews, escalation routes and service quality reviews.
- Reduced employee onboarding from three months to one, kept turnover below 6%, and filled 95% of internal openings through team development and promotions.
- Initiated an AI Service Chatbot and a predictive CSAT model concept to systematize customer signals.
- Partnered with business and C-level leaders, translating goals into KPIs, roadmaps, priorities, ownership and recurring executive reporting.

Project Management Team Lead & Head of Kyiv Office

01.2020 — 07.2024

PROMODO · KYIV

- Built the PM function from 0 to 15 managers and introduced a unified delivery and portfolio management framework grounded in PMI / PMBOK.
- Led strategy, PPC, SEO, media, retention, analytics, UX/UI and creative teams for strategic accounts in a matrix model.
- Personally led 10 key accounts and increased average services per client from two to five through partnership development, cross-sell and roadmap planning.
- The team portfolio generated approximately 60% of company profit with an average NPS of 9/10.
- Systematized task routing, prioritization, resource planning, risk management, escalations, status reporting and delivery control; developed managers from Middle to Senior through individual development plans, assessments and performance reviews.

Customer Success Manager

09.2018 — 01.2020

PROMODO · KYIV

- Managed the highest-revenue manager portfolio, representing UAH 80M in combined monthly marketing budgets and contracts lasting more than two years.
- Progressed from Middle to Senior in six months and grew one key account from SMB to Enterprise within a year.
- Coordinated cross-functional digital teams, client KPI attainment, growth plans, communications and delivery; onboarded and trained new employees.

Marketing Project Manager

2017 — 2018

ARTJOKER SOFTWARE · KHARKIV

- Led a seven-person team and projects across digital strategy, performance marketing, UX/UI, content, analytics and CJM.
- Owned planning, delivery, client communication, KPI tracking and development of marketing workstreams.

Business Development Manager / PPC Specialist

2016 — 2017

UKRAINIAN ADVERTISING AGENCY · KHARKIV

- Managed Google Ads and Meta Ads, budgeting, performance analytics and campaign optimization.
- Developed new business, prepared commercial proposals and coordinated client project launches.

SELECTED PROJECTS

Retail / E-commerce growth ↗ — Scope: client strategy and cross-functional delivery.

Outcome: +71% conversions and +52% online share.

Consumer app growth ↗ — Scope: client leadership and digital team coordination. **Outcome:**

2x app sales YoY, +65% AOV and 12% above the revenue plan.

Omnichannel retail performance ↗ — Scope: strategic account leadership and coordination of Google, Meta and Performance Max. **Outcome:** a 360° performance ecosystem and an Effie-winning case.

METHODS AND TOOLS

Management	PMI / PMBOK, Agile, Scrum, Kanban, SOP, SLA, CJM, RACI, QBR, Health Score
Analytics	GA4, Looker Studio, Power BI, Search Console, CM360, AppsFlyer, Firebase
Operations	Jira, Asana, Trello, Confluence, MS Project, Teamwork, Notion, Pipedrive, Google Workspace
Digital	Google Ads, Meta Ads, LinkedIn Ads, SEO, PPC, retention, CRO

EDUCATION AND LANGUAGES

Master of Law	Yaroslav Mudryi National Law University · 2010–2015
Enterprise Economics	Simon Kuznets KhNUE · 2011–2013
Lean Practitioner	Lean Institute Ukraine · 2020
Languages	Ukrainian — native · English — B1, working proficiency

REFERENCES

Mariia Nazarenko

CEO, BI.ua (Budynok Ihrashok)

Contact details are available upon request.

Pavlo Komysan

Commercial Director, Rozetka