

LIUDMILA BORGA

Senior Marketing Strategist | Product, Growth & Brand Marketing | Media Producer

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PROFESSIONAL SUMMARY

Senior marketing strategist with 15+ years of experience across international brands, FMCG, retail, real estate, hospitality SaaS and tech-enabled services. Career spans 12+ brands and 50+ product launches. Strong in positioning, go-to-market strategy, product and brand marketing, growth, lead generation, lifecycle funnels, sales enablement and customer-facing marketing assets. Combines strategic leadership with hands-on content, digital execution and commercial media production.

CORE SKILLS

Go-to-Market Strategy | Product Marketing | Brand Strategy | Growth Marketing | Product Launches | Integrated Campaigns | Lead Generation | Funnel Optimization | CRM & Lifecycle Marketing | HubSpot | Paid Social / Meta Ads | Marketing Analytics | GA4 / Google Tag Manager | Content Strategy | Social Media | Sales Enablement | Landing Pages | Sales Decks | Customer Research | Pricing & Budgeting | P&L | Team Leadership | AI-assisted Workflows | Video Production

PROFESSIONAL EXPERIENCE

Marketing Manager / Growth Marketing

BnBerry (RoomContext / Hosto) - Hospitality SaaS & PropTech | Jul 2025 - Present

- Own go-to-market for new products, including positioning, messaging, launch planning and lead generation.
- Create conversion assets including landing pages, sales decks, one-pagers and advertising creative aligned with Sales and Operations.
- Run Meta demand-generation and creative testing; optimize campaigns for lead quality and demo bookings.
- Build HubSpot pipeline and automated lifecycle communications; improve reporting, handoffs and lead management.
- Conduct customer research and translate insights into onboarding and campaign improvements; support social channels to generate inbound demos.

Freelance Marketing Consultant

Selected projects in PropTech, Real Estate and Hospitality | Dec 2024 - Jul 2025

- Delivered project-based support across positioning, conversion assets, content systems and commercial communications.
- Selected work and case studies: pantherauplift.studio/liudmila-borga/.

Head of Marketing Department

Real Estate | Oct 2023 - Nov 2024

- Built and executed full-funnel marketing strategy; increased qualified inquiries from 14% to 22% and doubled sales.
- Reduced payroll costs by 16% while managing lead flow by market, budget and P&L.
- Optimized CRM and team workflow and rebuilt the SMM strategy to generate more consistent inbound leads.

Brand Strategist

VkusVill - Federal Retail Chain | Mar 2021 - Oct 2023

- Led category positioning and go-to-market initiatives across multiple categories; delivered awareness uplift of 16-17%.
- Owned data analysis, category segmentation, redesign concepts and integrated promotion across digital, POS, PR, events and marketplaces.
- Tracked funnel performance and iterated campaigns based on performance.

Senior Brand Manager

GSS Cosmetics | Jul 2020 - Feb 2021

- Managed the Professional Care direction and delivered up to 46% turnover growth.
- Led a 4-person team, launched new product lines and supported digital, retail and marketplace promotion; new SKUs exceeded forecast by 100%+.

Senior Brand Manager

NTS Gradient | Jun 2017 - Jul 2020

- Managed a 130-SKU baby and maternity portfolio; sustained approximately 10% YoY sales growth and achieved positive P&L within two years.
- Led a 4-person team and owned annual strategy, pricing and budgeting; increased brand consumption and loyalty by 15%.

Brand Manager

Transatlantic International | Oct 2013 - Jun 2017

- Managed five skincare brands and 186 SKUs across portfolio optimization, forecasting, budgeting and performance tracking.
- Launched a new brand from scratch through consumer research, concept development, pricing tests, packaging/artworks and marketing-mix execution.

Junior Brand Manager

Amway | Nov 2011 - Oct 2013

- Supported beauty and home categories through market analysis, portfolio updates, launch coordination and promotional projects across print, digital, webinars and regional events.

EDUCATION & PROFESSIONAL DEVELOPMENT

World Academy, Lisbon | Camera & Lighting / Cinema & Television - in progress, expected 2027

Skillbox | Profession: Cameraman - in progress, expected 2026

Plekhanov Russian University of Economics | Professional Development Program, Marketing - 2012-2013

Institute of Economics and Entrepreneurship, Moscow | Bachelor's degree, Law - 2002-2008

Creative Marketing | Continuing education certificate - 2025

Packaging Design for Marketing Managers | Professional course - 2022

LANGUAGES

Russian - Native | English - Fluent (EF SET Certificate) | Portuguese - A2