



Natalia Sergeeva

E-commerce Lead

Dubai - United Arab Emirates

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Languages

- Italian
- English
- German
- Russian

About

High skilled team leader with 10+ years of experience in scaling digital and e-commerce businesses around the globe (based in Germany, Russia, Malaysia and the UAE). Strategic vision, operational and technical excellence. Natalia is equipped with knowledge in developing new markets, building high performance international teams, creating operational channels, and defining marketing strategy in fast paced start-up environment. Industries - E-commerce. Media and Advertising

BRANDS WORKED WITH

- Althouse Consulting KPMG LLC Deloitte LLC
- Bateel, LLC.
- Foodpanda GmbH
- Global Savings Group
- Glogal Savings Group

Experience

● Senior E-commerce manager

Bateel, LLC. | Dec 2020 - Now

- Development and driving execution of growth marketing strategy focused on market penetration with a main competence in SEO, PR and Influencer marketing
- Website roadmap management in terms of e-commerce international business expansion
- UX management including site navigation, content development, checkout funnel and customer feedback
- E-commerce business expansion: Acquired 3PL partners and launched e-commerce operations in EU, that contributed to opening of new markets and customer retention
- Creation and execution of operational budgets on a market level and P&L management
- Daily operational management of key partnerships

● Independednt Marketing consultant

| Jun 2020 - Dec 2020

- Digital marketing strategy
- SEO strategy and audit

Clients: Expert.ru, Luna – personal financial assistant (project of Maijor Russian Bank)



● Content Team Leader

Global Savings Group | Apr 2017 - Jun 2019

(Global Savings Group – online savings platform ranked among Europe's 50 fastest-growing tech companies on Deloitte Technology Fast 500 EMEA list)

- Expatriated employee for a project of opening a new business HUB and building a content departement
- Achieved 300% increase in business revenues by hiring and managing content/SEO department in APAC hub from 'zero' to full-stack team of 15 people remotely and on-site
- Leading marketing initiatives and operational excellence for SEA and Oceania
- Developing and defining processes and creating guidelines for department and cross-department operations for teams based in Germany, Malaysia and Australia
- Evaluating and managing content side partnerships with key market players with a focus on new revenue streams unlock
- Managing integrations and operations for the White Label products of the brand
- >500k monthly traffic management



● Head of SEO

Global Savings Group | Jan 2015 - Jan 2016

- Spearheaded SEO initiatives managing a team of 5 executives, delivering excellence in accordance with Google and Yandex best practices including content creation, outbound marketing and tech SEO
- Provided trainings and coaching to the team to enhance professional competence
- Led website sanity checks and streamlined activities for the Google penalty website recovery
- Established day-to-day processes between marketing, KAM and content departments

● **Marketing Manager**

Foodpanda GmbH | Oct 2013 - Nov 2014

- Development and execution of ongoing SEO for Google and Yandex
- Individual content creation relevant for key pages of the website
- Execution and management of off-page campaigns with other websites, including cooperation with NGOs (100 + publications)
- Monitoring and evaluation of search results and performance across the major search channels
- Preparation of weekly reports for CIS region
- Growth points identification

● **SEO intern**

Foodpanda GmbH | Mar 2013 - Sep 2013

- Independent market research
- Link marketing and close collaborations with the PR department for off page site optimization
- Individual content creation
- Extensive evaluation and analysis of competitors
- Approach and cooperation with webmasters and bloggers

August 2008 – September 2012

● **Marketing Director**

Gloal Savings Group | Apr 2017

- Hired and managed marketing team of 10 executives responsible to diversetraffic acquisition channels for Russia and EE
- Doubled website traffic and achieved 70% revenue increase by creating a marketing strategy around content optimization
- Led a project of content and marketing team merge for EE hub, providing trainings, coaching and defining KPIs and processes for new department
- Managed WL cooperation which brought company new revenue stream worth 100,000 EUR monthly
- Spokesman on marketing conferences
- Increased team productivity by creating a methodology for internal data analytics tool, reducing manual work 90% that is implemented in 20+ markets
- Generated performance reports for the C-level management

● **Tax/Senior Tax Consultant (Moscow, Russia)**

Althouse Consulting KPMG LLC Deloitte LLC |

Consulting and due diligence projects for financial organizations (Russian and international banks) and e-commerce companies (Avito, OneTwoTrip)



● **Head of Digital Marketing**

Global Savings Group | Feb 2016 - Apr 2017

- Hired and led marketing team of 6 executives to manage diverse traffic acquisition channels for Russia and Eastern Europe
- Doubled website traffic and achieved 70% revenue increase by creating a marketing strategy with a focus on content strategy with a branding emphasis
 - Led a project of content and marketing team merge for Russian hub, providing trainings, coaching and defining processes for newly created department
 - Managed WL cooperation which brought company new revenue

stream

- Represented brand on marketing conferences, sharing industry best practices
- Increased team productivity by creating a methodology for internal data analytics tool, reducing manual work 90% that is implemented in 20+ markets
- Generated performance reports for the C-level management

Education & Training

2012 - 2013 ● **HTW**

Master of Arts,

2012 - 2013 ● **Plekhanov State University of Economics**

Master of Arts,