

# Elena Trusova, MBA

(818) 584-2222 • [ElenaTrusova.com](http://ElenaTrusova.com) • [Elenagtrusova@yahoo.com](mailto:Elenagtrusova@yahoo.com)

*Developing and Executing Marketing Strategies | Social Media Marketing | SEO, UX, UA, PPC, SEM, SMM Strategies | Televisions & Media Buying | Customer Acquisition & Retention | Digital Web Content Development*

---

**Senior level marketer with over 13 years' experience** across all integrated marketing and multi-channel communication vehicles. Self-Motivated. Excellent leadership and organizing skills. I am business minded and highly technical. I have been involved in the scaling of startups and established enterprise companies.

## **Vice President of Marketing, 365 Digital Agency – Los Angeles, CA 2016 - Present**

- Oversaw and/or performed broad scope of marketing and sales functions. Recruited, supervised and trained individuals within the marketing/sales department growing department to 5 direct reports and up to 20 independent freelancers.
- Responsible for marketing direction, vision, and full P&L accountability for marketing budget.
- Define core brand identity, and lead creative development by providing art direction to internal and external agencies and utilizing best practices in search engine optimization and mobile, incorporating technologies.
- Implemented attitude & awareness study identifying branding gaps.
- Developed comprehensive social media strategy and leveraged key web tools in support of traditional media campaigns, increasing brand awareness and improving SEO.
- Led search engine optimization initiative achieving dominant positioning in organic search.
- Researched, prepared and executed annual company strategy and marketing plans which resulted in net profits.
- Created process improvements, enhanced effectiveness of website, and impact of marketing programs.
- Designed social media strategy that increased the firm's reach by 500% in one year.

## **Director of Marketing, Recoveryas.com - Los Angeles, CA 2014 - Present**

- Planned and executed all web, SEO/SEM, PPC, email, social media and display advertising campaigns.
- Increased response rate by 80% via \$1.5MM+ media campaign (TV, radio, outdoor)
- Designed, build and maintained social media presence.
- Measured and reported performance of all digital marketing campaigns (ROI and KPIs).
- Identified trends and insights, and optimized spend and performance based on the insights.
- Brainstormed new and creative growth strategies.
- Planned, executed, and measured experiments and conversion tests.
- Collaborated with internal teams to create landing pages and optimize user experience.
- Utilized strong analytical ability to evaluate end-to-end customer experience across multiple channels.
- Instrumented conversion points and optimized user funnels.
- Collaborated with agencies and other vendor partners.
- Evaluated emerging technologies. Provided thought leadership and perspective for adoption where appropriate.

## **Digital Marketing Director, The Discovery House - Los Angeles, CA 2014 - Present**

- Budgeted and improved ROI, monthly ad spending for PPC/SEM efforts associated with corporate-wide digital marketing programs, initiatives and pilot projects that included SEO, TV Media Buying, and print and mailer mediums.
- Manage and executed digital brand marketing campaigns for the company's different web solutions in the channels of SEM and SEO, train and mentor marketing teams on SEO best practices, oversee the development of the company's micro sites and corporate website.
- Led search engine optimization (SEO) across branded sites to increase ranking and relevance across top recipe keywords; driving over 20% increase in organic traffic.
- Create solution-based execution plans to achieve business goals based on Google Analytics and internal reporting data.
- Define target keyword strategy that increase organic site traffic 60% leveraging skills in SEO and SEM. Ranked in top five of Google SERPS for five of our top 10 keywords.
- Owned multi-site evolving strategy, testing and IT roadmap; delivered brand growth including 30% increase in site traffic, 22% increase in conversion and 45% increase in online revenue.
- Direct traffic growth strategies including SEO, social bookmarking, affiliate linking campaigns, content distribution, e-mail marketing, trackbacks, pings, and RSS.

- Drove re-branding initiative and PR activities to build brand awareness.
- Implemented weekly promotional & editorial strategy to improve customer engagement across all social media channels.
- Move all digital marketing in-house from an external agency and increased paid search leads through rigorous A/B testing and campaign optimization
- Recruited a strong creative marketing team that was centralized around creativity, user experience and technology that resulted in increased branding, television, print marketing.
- Leverage Business Intelligence, making data-driven decisions to optimize acquisition and retention. Ensured efficiency and ROI on all paid campaigns, and develop and execute strategies for testing new online and offline channels.

### **Marketing and Business Development Executive, Photonomics Inc. - Los Angeles, CA 2011 – 2014**

- Developed the product/business strategy, its pricing, and perform ongoing business analysis to drive the brand performance. Prepared work plans, established marketing strategy, conducted evaluation and control via reports. Implemented new marketing strategies to capture market channels with new clients.
- Utilized extensive knowledge and skill of transportation logistics to significantly improve efficiency of deliveries by 25%, effectiveness of manpower by 15%, and accuracy to 94%.
- Utilized sales and marketing tools to create brand awareness in the market. Analyzed and investigated price, demand and competition. Leveraged market relationships with Z-gallery, TJ-Max, Restoration Hardware, Home Staging, London Theater Gallery, Rue la la, Amazon Groupon etc. to increase overall revenues by 55%.
- Generated \$1 mln in sales by leveraging new platform. Signed two big contracts with Sofitel LA & Four Seasons Beverly Hills. Profitably managed 60% growth in total business during last three years.
- Participated in writing marketing strategy for new store/outlet.

### **Business Development Manager, [Crowell, Weedon&Co.](#) - Los Angeles, CA 2011 - 2012**

### **Marketing Analyst, [PARMALAT](#) International 2009 - 2011**

### **Marketing Analyst, [JSC Synergy](#) 2007 - 2009**

### **Marketing Manager, [XEROX](#) 2005 - 2007**

## ***Educational Qualifications***

---

**Stanford University** - Startup and Entrepreneurship Program

**M.B.A. Executive MBA.** Marketing & Information Technology. Woodbury University. Burbank, CA GPA 3.9

**A.A.** Business Marketing. Los Angeles Valley College.

**M.S. B.S.** Management and Marketing. Financial University the Government of the Russian Federation GPA 4

**A.A.** Finance and Accounting. Moscow College of Urban Development and Entrepreneurship. GPA 3.9

## ***Skills***

---

Website Analytics: Google Analytics, Adobe Omniture, Webtrends, Woopra, Kissmetrics, Trendspottr, CrowdBooster, Quantcast, Alexa, Corematrix. PPC, Google AdWords

Programing languages: HTML, C, PHP, PYTHON

SEO Analytics: BrightEdge, Moz, SEM Rush, Yoast,

Marketing Automation: Infusionsoft, Marketo, Eloqua, SilverPop, Hubspot, Right On Interactive, Genius, Optimizely, Unbounce

Email Marketing Tools: Constant Contact, Campaign Monitor, Vertical Response, Mailchimp

Sales, Agile, CRM: Salesforce, SUGAR CRM, SalesFusion, JIRA, Axosoft, OnTime Scrum, ScrumWise, Trac, Planbox

Software: Adobe Master Suite CS5, including Photoshop, Illustrator, MS Project, MS Office, Salesforce, Cross-functional Development, Visio, Flash

Social Media Tools: Hootsuite, Tweetdeck, Salesforce Marketing Cloud, Marketwired Resonate

Additional: Digital Marketing Strategy, Organic Search Engine Optimization, Client Relations/Vendor Management, Web Analysis and Strategic Branding, UI/UX