Vadim Shein

Senior Growth Marketing Manager

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Summary

Growth marketer with a design background, working across the whole funnel: acquisition, activation, retention and revenue. I find where a business loses revenue, build a hypothesis from data and customer interviews, and test the fix in ads, offers, pages or the product.

Skills

Marketing: marketing strategy and planning, go-to-market, budget and channel P&L, stakeholder management, team and agency management, pricing and offers, B2B and B2C, AI automation (support chatbot, internal tools)

Paid search and social: Google Ads (Search, App, Performance Max), Meta Ads, LinkedIn Ads, TikTok Ads, Pinterest Ads, Apple Search Ads, Google Merchant Center, creative testing

Testing and web: A/B testing (split tests in the site code, Google Ads Experiments, Meta A/B tests), CRO, funnel diagnostics, landing pages, email and CRM, lifecycle and retention, SEO

Data analysis and reporting: GA4, Google Tag Manager, Looker Studio, Mixpanel, PostHog, Firebase, RevenueCat, Microsoft Clarity, Search Console, Semrush, Google Sheets, Excel, attribution, event taxonomy, cohort analysis

Tools: HubSpot, Brevo, Mailchimp, Sales Navigator, Shopify, Stripe, Webflow, Framer, WordPress, Figma, After Effects, Make, Zapier, Claude Code (specs, prompting, orchestration)

Experience

Head of Marketing · Questrooms

Apr 2025 – present · Stockholm (remote from Berlin) · Escape-room and VR operator, reporting to the CEO. Revenue up 27% year on year in the first six months of 2026

- **Site conversion more than doubled, from 1.3% to 2.8%.** Rebuilt the booking flow around what customers came for: fewer steps to payment, filters that show only options that fit, and clear prices at checkout. Tested the changes in A/B tests built into the site code; the shorter flow alone won 50% more bookings.
- **Google Ads cost per booking down 40% in 2 months.** Rebuilt an account with no conversion tracking or bid strategy: set up conversion events, split campaigns by product, added retargeting and capped the cost per booking at what each product's margin allows.
- **A new product that grew company profit 24% year on year.** Found that one staff member can run a group five times larger off-site than on-site, and built a product around it with a partner: interviews, a pilot, then launch with price tiers, a landing page and a pitch deck.
- **B2B channel at ROAS 5–6.** Segmented customers by industry (IT and tech 32%, finance 24%), repackaged the offer for these buyers and built email outreach to agencies, venues and hotels.
- **Average Google position from 14 to 8.** Managed SEO and content with the team; organic clicks grew 88% quarter on quarter, impressions 94%.
- **Web development moved in-house with Claude Code.** Replaced the external agency: from my specs, Claude Code built the CRM, booking calendar, review collection and customer accounts, and my AI support chatbot now answers up to 500 customer messages a month.
- **A team of 6 across operations, tech, product and social media.** Took over from the previous team; now brief and sign off all work. Built the CEO a 9-action growth plan from 11 years of sales and bank data.

Independent Growth Consultant

Aug 2024 – present · Project-based, remote · Growth, paid media and product analytics for founder-led brands

- **Sömnhjälp, child sleep coaching · revenue 42% above plan by month 3, ROAS 9.2 on actual sales.** Built a new core product from customer research: a consultation call followed by a step-by-step plan. It became the brand's highest-margin product, and customers can pay for it with employee wellness benefits.
- **Chainsself, D2C jewelry · e-commerce from 0 to 20% of revenue.** Took an offline-only brand online: modelled unit economics before any ad spend, owned the channel P&L, launched the Shopify store and lifted its conversion from 0.5% to 1.3%.
- **Parcae, AI mind-map app · 30,000+ users at a $0.02 CPI.** Optimised Google Ads for a key in-app action instead of installs and shifted spend to a lower-cost market. Reached 12% week-one retention with push and email, and lifted conversion to subscription 20x, from 0.01% to 0.2%, through paywall and onboarding tests.
- **Brand Lux Media, ads agency · 4–5 creative tests a week per client.** Ran creative strategy for its e-commerce clients; the strongest accounts reached a 3.2% CTR, ROAS 5 and a €13 CPA.
- **Valuesense, investment SaaS · found which features convert, then put them first.** Set up event tracking in PostHog and GA4, found the North Star Metric, and moved the top-converting features into a new onboarding flow.
- **Festival organiser (NDA) · about €0.20 per lead on Meta Ads** for raffle campaigns, from campaign setup and budget split to Looker Studio reporting.

Director of Development (Marketing & Growth) · Digital Agency Insight, Kaliningrad

Nov 2022 – Aug 2024 · Healthcare, wellness, real estate, cars and education clients

- **Average client value up 46%.** Sold more services to existing B2B clients in healthcare and real estate, and built new offerings for an agency selling websites, ads, social media and branding. Ran client campaigns on Yandex Direct and VK Ads in Russia and on Google Ads, Meta Ads and TikTok Ads abroad.
- **A team of 12** copywriters, analysts, content producers and paid social and PPC specialists, reporting to the agency owner. Tied their work to a KPI system.

Art Director / Graphic Designer · *May 2021 – Nov 2022*

- Delivered 15+ client projects in healthcare and real estate, then was promoted to Director of Development.

Freelance Graphic Designer

Oct 2020 – Jan 2025 · Project-based

- Delivered branding and marketing design for 50+ clients.

Education

Higher School of Branding (hsbranding.ru) · 2021
Moscow Digital Academy · Graphic Design program · 2021 – 2022
Siberian State University of Water Transport, Novosibirsk · Bachelor's degree in Cartography · 2017 – 2021

Languages

English (B2) · Russian (native) · German (A1, learning)