



VARIA MAKAGONOVA

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PROFILE

Sharp brand strategist, marketing communications and content marketing specialist. Skilled & experienced copywriter.

SKILLS

Brand Strategy
Writing
Consumer Insights
Communications
Content Marketing
Tech Marketing & B2B
CMS expertise + HTML/CSS
Google (and other) Analytics
Also fluent in Russian

EDUCATION

Leiden University / Netherlands
• MSc Economic and Consumer Psychology (*cum laude*)
University of British Columbia / Canada
• BA Psychology & English Literature
HOALA / Amsterdam / 2015
• Master's in Account Planning (professional advertising training)

EXPERIENCE

Global Communications Manager / Hippo
March 2016 - Current

- Brand definition & strategy
- Global comms strategy & execution – including marketing automation (e-mail) and data-driven content marketing programming
- Setting PR strategy; hiring & managing PR team
- Website redesign and optimization

Strategist / Sid Lee Advertising Agency
2013-2016

- Strategic lead on SKYN brand (rebranding & 360° campaign, including NPD, digital, experiential)
- Digital strategy, product launches, brand purpose and internal communications projects

Strategist / Arnold Amsterdam Advertising Agency
2013

- Part of Volvo Cars global strategy team
- Point person for consumer research: qualitative (in-depth interviews, ethnographic on-the-ground research, briefing research agency) and quantitative (digital surveys, analytics)

Content Lead & Travel Writer / About.com
2012-2014

- 8 evergreen Russia travel articles per month, 4-8 blog posts per month on trending topics
- Responsible for research, SEO, social promotion & website & content optimization based on visitor analytics



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