

# PAVEL BORODIN

Marketing Developer

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## Summary

I'm Pavel - a passionate marketer and developer. I am responsible for designing and implementing marketing strategies across various channels, including web, social media, email marketing, and SEO.

With many years of experience in this field and a commitment to staying updated with the latest marketing trends and technologies, I strive to play a crucial role in driving business growth and executing successful marketing campaigns.

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## Skills

**Digital Marketing:** Email • Google ads • SEO • Google Tag Manager • Webflow • Framer • Tilda • Meta ads

**Project Management:** Scrum • Salesforce • Asana • Trello • Jira • Miro

**Team Management:** Kanban • Monday • Leadership Management

**Development:** JS • NextJS • ReactJS • NodeJS • PHP • WordPress • Lumen • Laravel • MySQL • Vercel • Git

**Design:** Adobe CC • Figma

**Offline Marketing:** Working with contractors • Organization of events

**AI:** Prompt engineer • GPT • Process automation

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## Experience

### **Leica Geosystems part of Hexagon** - Almaty, Kazakhstan

Marketing Lead - 06/2022 – Present

- Organisation of work with partners in 11 countries
- Working with four brands within the same company (Leica Geosystems, Hexagon Mining, IDS Georadar & GeoMax)
- Implementation of guidelines and brandbook into marketing strategy
- Organising and holding events aimed at working with existing clients and attracting new ones
- Launching promotional campaigns to bring new products to market
- Developing tools for partners to work with (Internal portal)
- Competitor analysis and development of a promotion strategy
- Involvement of contractors to solve tasks
- Development and implementation of internal team development strategies
- Regular evaluation of partners' performance (BRM, SKO) and development of strategies for their development in the market

### **Lexus** - Bishkek, Kyrgyzstan

Head of Digital Marketing - 12/2022 - 06/2022

- Development of an internal CRM system (PHP/JS/MySQL)
- Launching and analysing contextual and targeted advertising
- Development of websites for car promotion and promotional campaigns

## **Hexagon AB** - Moscow, Russia

Digital Project Manager - 12/2017 - 06/2022

- Launching promotional campaigns to bring new products to market
- Working with three brands within the same company (Leica Geosystems, Hexagon Mining, IDS Georadar)
- Developing tools (Internal CMR integrated via API with Salesforce) for partners to work with
- Code review and analysis of working tools
- Involvement of contractors to solve tasks
- Development of websites for equipment promotion and promotional campaigns (Worked with Laravel for large projects, as well as WordPress for local projects. Also use pure PHP/JS)

## **"Integration" Worldwide Foundation** - Moscow, Russia

CTO - 08/2016 - 10/2017

- Developing a strategy to bring the product to market
- Selection of the development team
- Code review and analysis of working tools
- Introduction of a methodology for working with the team
- Preparation and defence of the project in front of investors

## **Business Sites Ltd.** - Kursk, Russia

Lead Web Developer - 2014 - 08/2016

- Development of client websites
- Introduction of new tools for code development and analysis
- Assistance in promoting client projects
- Implementation of CRM system for working with clients

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## Education

### **Belgorod Industrial College** - Belgorod, Russia

Secondary professional - Fundamental information and development

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## Languages

**Russian** – Native • **English** – Upper Intermediate

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## Key Achievements

Winner of the City-Profi 2014 Belgorod competition • Two projects finalist of RIF Voronezh 2014 contest • Participant of the winning team of the Urban.tech hackathon 2018 • Participant of the hackathon at RIF 2018 and 2019 Moscow • Successful product launch at ZooHackathon 2019 hackathon • Member of the team of organisers and participants of TedX St.Petersburg 2021 • Worked on projects of X5 Retail, WWF, Leica, Hexagon • Certified 1C Bitrix and WordPress Developer • Additional qualification in the field of innovation project management

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## Additionally

I am interested in working as part of a marketing team that is responsible for implementing Digital marketing strategies. I have extensive experience in product development, launch and promotion. One of the key areas is

hypothesis testing and launching MVP products for market analysis. I know how to work with a team and manage it. Ready to move and take on new challenges.