

Contact

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(LinkedIn)
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Top Skills

Strategy
Strategic Partnerships
New Business Development

Languages

Spanish (Professional Working)
English (Native or Bilingual)
Russian (Native or Bilingual)

Certifications

Facebook Blueprint

Diana Mineeva

DIGITAL MARKETING CONSULTANT | WW STRETAGY | MEDIA BUYING

Barcelona, Catalonia, Spain

Summary

Digital marketing consultant and experienced media buyer. Strategic and performance driven with 14+ years of experience in TELECOM / IT and Digital marketing, passionate about INNOVATIONS, in love with what CREATIVITY and ANALYTICS can do. Expert in worldwide digital strategy, incentive programs, media sales, revenue growth and customer acquisition driven. The lowest budget was 0 USD and the high one was 5600 millions of USD per month. Always LEARN, never COMPLAIN.

SCHEDULE THE MEETING

https://calendly.com/diana_mineeva

Experience

ROMANTIC LINES LP

CMO

September 2018 - Present

Barcelona Area, Spain

- New affiliate program development
- Communication with traffic partners/suppliers
- Media buying (native, search, push)
- Creatives development (LPs, banners, emails)
- Team management
- Detailed analytics

WW MASMEDIA LLC

Digital Marketing Consultant (Media Buying and Global Digital Marketing Stretagy)

July 2017 - Present

Barcelona Area, Spain

I started my journey as a digital marketing consultant due to family circumstances but thanks to my experience and successful cases this journey is still going on. Maybe some interesting company can interrupt it.

Some of my projects :

- *Software distribution (CPI basis, 1-Tier countries)
- *Mobile apps (All verticals, CPI , CPC based JS tags banners , WW)
- *Marketing incentives programs (Goal : implement WW, raise the sales from partners, keep the brand awareness and partner loyalty , e.g. Cisco, Fujitsu, ZTE)
- *Movie digital promotion : Crimea, Tanks (Media Buying + co-promo)
- *Financial leads generation(WW CPL/CPA basis, e.g. IQOption.com, 24Option.com, OrderBoxMedia)
- * ICO/Blockchain (WW Media Buying and complex strategy : Integro, Practiq, MapMess, Zodiaq, Bazista, Faceter.io, IQFinex, PlatinumDEX) Cooperation with companies from zero level marketing starting from the strategy.
- * AnchorFree (HotSpotShield VPN) - affiliate program management, total restart + renovation of terms and materials, including promotion.
- * E-Commerce (Content production, visualisation , CRM integration, UE) - Ex. Joom, SOKOLOV, Rosneft)
- * Co-reg leads generation - dating, insurance, travel, e-commerce (collection and monetisation)
- * IQRevenue.com - building affiliate network from zero level with only direct advertisers
- * Admanic.mobi - testing > 60 mobile DSPs (communication, inventory and conditions negotiation)
- * Dating.com / Anastasia Dating / Qpid (Media Buying (CPL) from different resources
- * Find-Bride.com (Fully managing media department)

Inbet Games. Official account

Digital Marketing Consultant

April 2018 - January 2019 (10 months)

London, United Kingdom

- B2C strategy for the new gambling platform
- Media Buying
- Designers and Developers management
- B2B strategy
- Product upgrades / improvements

Social Discovery Ventures

Head of Media Buying and Global Affiliate Program

August 2017 - January 2018 (6 months)

Moscow, Russian Federation

SDV is the direct advertiser, the owner of the oldest and the biggest dating websites : anastasiadate.com, dating.com, asiandate.com and etc.

- Managing the planning, prioritisation and execution of ads campaigns across multiple countries / channels , providing optimisation recommendations to our partners in the Americas, Asia-Pacific and EMEA regions with > 1 million usd weekly budgets.
- Providing trainings and driving the development of knowledge in digital marketing field for my team.
- Negotiations and budget control / optimisation.
- Responsible for Programmatic media buying and managing the global affiliate program.
- Ensuring LTV and ROI growth. Developing strategies based on partners' needs and feedback.
- Presentation of products at the biggest worldwide conferences.
- Coordination of product development (design and content)

Totally changed global affiliate program, including the brand view itself. Saved about 700K USD, keeping the sales on the same level, trained the team with zero level experience. Moved partners from pixel to postback. Reduced operation cost for creatives. Recovered relations with ex profitable partners. TOP partners :Clickbooth, SeccoSquared , Adcash , PrimeDemand, AdsTerras, MGid, GlobalWideMedia, PeerFly and etc.

OMNI-A DIGITAL GROUP

CEO || Co-Founder

April 2016 - July 2017 (1 year 4 months)

Moscow/Barcelona

Looking to Grow Traffic & Revenue in 2017? We generate leads and conversions worldwide!

Performance marketing with global view and local result. In Omnia DG we care not only about the amount of potential customers you can get, but also about ROI they can bring.

- * Defining long-term sales and business development strategic goals, builds key customer relationships, and identifies business opportunities.
- * Creating new potential channels and new market segments for the company's main advertising channels (Mobile, Video etc.).
- * Strategically growing and developing assigned advertiser/publisher accounts
- * Create and lead new opportunities with existing relationships and define revenue opportunities.
- * Attend industry conferences, and provide feedback and information on market and creative trends.
- * Responsible for day-to-day operation of the company sales and Media Buying activities.
- * Manage directly the sales and media team .
- * Provide leadership and guidance to coach, motivate, and lead team members to their optimum performance levels and career development.

ZTE Corporation

Channel Development Director (Enterprise / Government)

October 2014 - April 2016 (1 year 7 months)

- Strategic consulting (channel business optimization / main customers development)
- Process capability optimization (partner program, E2E sales process, service (all levels))
- Enterprise customers development in a cooperation with partners and sales team (Oil&Gas, Production, Finance, Government)
- Identifying new business opportunities and developing offering (new partners, customers, local manufacturing, tenders, new products implementation, top level negotiations)
- Channel team lead, coordination of big scale projects and presales
- Go-to-market across all regions and customer segments

GAMESBOT (SOFT distribution)

Business Development Director (Media Buying Department)

October 2014 - March 2016 (1 year 6 months)

Media buying / team coordination

CPI / Bundle traffic management

Working / Involve new publishers and advertisers worldwide (> 300 contacts WW)

Soft (games) customization project

Traffic campaigns optimization

Responsible for ensuring that all affiliate and partnership activity is sufficiently monitored, tracked and evaluated in order to monitor ROI.

Fujitsu Technology Solutions

Distribution Account Manager

April 2014 - August 2014 (5 months)

- Managing the accounts in the Partner or Distribution Channel for their enablement and growth
- Achieving and exceeding the determined sales targets assigned to the account (stock sell out - about 30% sell out increase during 3 months)
- Working in coordination with the marketing counterpart of the partner to develop and agree on the marketing implementation plans.
- Sales planning and strategy (servers/storages/ mobiles clients/ complex solutions)
- Negotiating contract terms & establish working relationships with a targeted set of distributors/partners

Market analysis (trends, prices, competitors, changes in law)

- Price list development
- PAM team managing

Cisco

Partner Experience Manager

October 2010 - March 2014 (3 years 6 months)

Moscow, Russian Federation/Barcelona

- Strategic partners' programs lead (products and services), effectively communicate business partner goals and set expectations
- Managing and developing the relevant sales channels (distributors/system integrators), improving relations, helping them to archive their sales goals
- Market analysis (market share + competitors), technical and pricing proposals
- Trainings and presentations for partners
- Working with Cisco Global partners, Russian/Kazakhstan distributors/ partners,
- Improving regional Strategy and Planning and Business Processes (internally and for partners)
- Team leader for certain projects (Local manufacture, Ordering platform implementation, DDU implementation (Russia and CIS), and Partner engagement model.

- Integration of Global Partner incentive programmes into Russian and CIS markets

Cisco

Business Analyst

March 2007 - September 2009 (2 years 7 months)

Huawei Technologies

Personal Assistant to General Manager

October 2005 - March 2007 (1 year 6 months)

- Full administrative support
- 14 regions and CIS countries financial support
- Translations
- Sales reports
- Events organization

Education

Universitat Autònoma de Barcelona

Master of Business Administration - MBA, International

Business · (2010 - 2011)

ALTAY STATE UNIVERSITY

Foreign Linguistics, Linguistics · (2000 - 2005)