

Alexander Manuev

GROWTH & MARKETING LEAD · SCALING STRUCTURE OUT OF CHAOS

t.me/manuev
workmanuev@gmail.com
linkedin.com/in/amanuev

OPEN FOR RELOCATION / REMOTE

ABOUT ME

Growth marketing lead, 8+ years building and scaling marketing for B2B SaaS and tech-enabled businesses.

I turn operational chaos into scalable growth systems: stand up marketing functions from zero, run performance channels, and tie spend to P&L and unit economics.

Managed annual budgets up to \$300K, scaled lead-gen for US businesses, and led cross-functional teams of up to 8.

Own the full acquisition funnel end to end — from ICP and channel strategy to revenue.

SKILLS

Growth & Performance

Google Ads, Meta Ads, GA4, full-funnel strategy, CRO, CAC/LTV modeling, attribution

B2B & Outbound

Clay, Phantombuster, Lusha, LinkedIn Sales Navigator, Account-Based Marketing (ABM), email sequences, gated content

Product & GTM

ICP development, JTBD, Value Proposition Canvas, buyer personas, GTM strategy, product launches

Retention & Lifecycle

RFM analysis, loyalty programs, lifecycle marketing, cohort analysis

AI & Automation

Claude / Gemini, Cursor, AI-enabled lead enrichment & prioritization, marketing automation

Analytics

GA4, Yandex Metrica, Looker Studio

Leadership

Cross-functional team management (up to 8), hiring, KPI/OKR frameworks, P&L ownership

EDUCATION

Volga State University of Telecommunications and Informatics

BSc in Computer Science
Samara, Russia, 2020

LANGUAGES

Russian — Native

English — B2+, professional

EXPERIENCE

«Iskra» — Boutique growth & performance agency

Aug 2024 – Present

Head of growth

Run growth end to end for clients with small or no in-house marketing — GTM, performance, retention, reporting and execution — across SaaS, IT services, specialty retail and local-services businesses.

- Designed and ran lead-gen for US local-services businesses via Google Ads in high-intent segments — rebuilt funnels and landing pages on cust-dev and click data, segmented by geo, intent and offer: sustained stable ROAS on \$6K+/mo budgets, cut CAC by 20%, raised lead quality by 25% and reduced junk traffic by 30%.
- Rebuilt the loyalty & retention program for a 22-store specialty retail chain (20K+ members): 20+ behavioral segments and 25+ lifecycle trigger flows (onboarding → engagement → reactivation) — delivered 5.8x program ROI and +14% average order value; reactivation A/B flows added +8.4% revenue in test cohorts.
- Launched Telegram Mini Apps as a new business line from zero — full GTM (ICP, positioning, pricing, sales kit, lead-gen): validated demand at 5% lead-to-purchase and 300% ROAS within the launch quarter.
- For a custom-IT services firm: built B2B positioning and outbound sales-enablement infrastructure — ICP and target-account lists (AI-assisted parsing & enrichment), ABM for Tier 1 prospects, multi-step email sequences, gated content and sales kits.

«Rusklimat» — International climate-equipment holding

Jan – Aug 2024

Brand Manager

- Owned marketing strategy for Royal Thermo, a flagship brand in the holding's portfolio: audience research, positioning and campaign development.
- Led launches across new product categories (split systems, boilers, convectors) and a cross-brand brand-ingredient integration that strengthened cross-portfolio positioning.

«SOAK» — Consumer-electronics manufacturer

Apr 2023 – Jan 2024

Senior Marketing Manager

- Developed the annual marketing strategy and refreshed the brand platform.
- Led positioning, UVP and feature development for 3 product launches; ran market research with 300+ respondents to shape the product line.

«Manufactura» — FMCG manufacturer

Oct 2021 – Apr 2023

Head of Marketing

- Launched 5 consumer brands from zero and led an 8-person marketing & design team.
- Grew CIS export sales by 40% by localizing 100+ SKUs.
- Increased retail revenue by 30% in select locations by designing trade-marketing gamification mechanics.

EARLIER

Marketing Specialist — Danger (FMCG, 2020–2021)

Digital Marketer — Ad.Lead (Agency, 2018–2020)

SMM Manager — Zolotoy Kod (Agency, 2018).

workmanuev@gmail.com

Growth for a Local Business in the US

CONTEXT

A US local services business operating across three states with different demand and unit economics — Los Angeles (California), Atlanta (Georgia), Miami (Florida). The client already ran Google Ads accounts on budgets of \$6,000+/mo, but without a built-out end-to-end funnel or cross-channel analytics: CPL by segment was opaque, leads weren't scored by quality, and payback wasn't tracked. The search results in the niche were dominated by aggregators like Amazon and Thumbtack, which were capturing high-intent traffic away from local players.

GOAL

Turn a set of fragmented ad accounts into a predictable, ROI-positive lead-generation system with managed unit economics: quality demand with clear payback and controlled lead quality.

PROBLEM

Budget was being burned without an understanding of unit economics. The problem wasn't traffic volume but demand quality and economics: different geos, different intent, different offers, different payback. A high share of junk traffic from broad keywords, missing negative keywords, and crude geo-targeting. Without offer and landing-page segmentation, conversion to SQL stayed below the niche benchmark, and the sales team was spending time on irrelevant inquiries.

PROCESS

Audit

Audit of running campaigns and immediate fixes (broad keywords, missing negatives, crude geo) to stop the budget bleed and start collecting clean data for fact-based decisions.

Research

- ICP and buyer personas based on the partner's CRM data and customer interviews. Output: three working segments mapped to three separate ad accounts.
- Competitive analysis: direct competitors, plus Amazon and Thumbtack as indirect interceptors of high-intent traffic. A separate bidding strategy for SERP share against the aggregators.
- Voice-of-customer analysis: the language clients use in cust dev and reviews. These phrasings fed into high-intent and long-tail keywords and into landing-page copy.

Segmentation and Targeting

Three ad accounts for three geos, each with its own campaign structure, bidding strategy, and negative keywords. The structures differed by the level and nature of demand:

- high competition and high demand — narrow high-intent keywords and aggressive bidding against the aggregators, a separate pool of negative keywords for informational queries;
- medium demand — broader semantics and more long-tail, softer bids;
- thin demand — the narrowest transactional keywords possible, so as not to burn budget warming up cold audiences.

Landing Pages

- Iteration via heatmaps and click maps, usability checks, A/B tests of key sections (hero, CTA, form, social proof).
- Messaging tuned to the audience language uncovered in the research phase.

Ongoing Management

- Weekly working sessions: A/B test reviews, hypothesis checks, bid and audience adjustments.
- Budget reallocation toward segments with better unit economics.
- Semantic cleanup and negative-keyword work to cut off junk traffic at the top of the funnel.

RESULTS

- Stable ROI on a \$6,000/mo budget over a three-month horizon.
- Full end-to-end funnel: CPC \$5–10, CPL \$30–45, qualified-lead-to-closed-deal conversion ~60%, ROAS 150%.
- Trend: CAC -20%, lead quality +25%, share of junk traffic -30%.
- The pipeline became predictable, the budget is data-backed, and sales receives relevant leads.

Growth for a Local Business in the US

11-12	19.11 cp	20.11 cr	21.11 cr	22.11 cb	23.11 bc	24.11 cr	25.11 cr	26.11 cp	27.11 cr	28.11 cr	29.11 cb	30.11 bc	1.12 cr	2.12 cr	3.12 cp	4.12 cr	5.12 cr	6.12 cb	7.12 bc	8.12 cr	9.12 cr	10.12 cp	11.12 cr	12.12 cr
Impressions	154	155	98	226	134	162	179	160	152	221	289	168	209	162	203	142	209	238	229	139	191	181	184	170
Clicks	6	12	8	23	18	16	15	10	13	12	25	23	22	17	18	17	26	13	14	17	17	15	15	
CPC	\$10.9	\$5.1	\$7.5	\$7.5	\$5.8	\$4.9	\$8.2	\$7.2	\$8.2	\$10.7	\$5.1	\$3.9	\$5.1	\$5.5	\$8.0	\$8.7	\$8.6	\$9.2	\$8.0	\$10.0	\$7.9	\$8.5	\$8.6	\$7.1
Spend	\$65	\$62	\$60	\$171	\$104	\$78	\$93	\$72	\$106	\$129	\$127	\$90	\$113	\$94	\$145	\$149	\$144	\$156	\$156	\$129	\$111	\$144	\$146	\$107
Leads	2	0	0	4	4	2	8	0	2	6	5	7	0	4	4	2	3	3	4	1	1	3	2	1
CPL	\$32.56			\$42.85	\$26.08	\$39.05	\$11.63		\$52.13	\$21.43	\$25.39	\$12.80	\$23.40	\$36.18	\$74.36	\$48.07	\$51.87	\$39.02	\$129.45	\$110.78	\$47.99	\$73.18	\$106.69	
Impressions	151	56	60	178	141	206	2 743	3 619	4 847	3 706	2 276	1 791	1 909	1 584	1 252	1 100	682	697	825	1 111	536	947	1 126	
Clicks	8	5	10	14	14	11	23	10	14	21	18	11	8	18	12	16	13	10	9	8	11	10	6	18
CPC	\$6.8	\$9.5	\$4.4	\$3.5	\$3.4	\$6.0	\$3.4	\$5.7	\$3.4	\$3.7	\$4.4	\$4.1	\$5.8	\$3.8	\$3.9	\$4.1	\$6.4	\$6.7	\$6.3	\$6.1	\$5.2	\$4.6	\$3.1	\$5.3
Spend	\$54.42	\$48.06	\$44.13	\$49.01	\$47.57	\$66.31	\$78.54	\$57.01	\$48.06	\$77.63	\$79.05	\$44.97	\$46.70	\$68.82	\$47.11	\$64.97	\$63.49	\$67.47	\$57.05	\$48.77	\$57.47	\$45.77	\$18.45	\$95.78
Leads	4	2	0	4	2	4	6	0	0	0	0	0	4	2	2	2	8	2	2	0	2	4	0	6
CPL		\$24.03		\$12.25	\$23.79	\$16.58	\$13.09					\$11.68	\$34.41	\$23.56	\$32.49	\$10.44	\$33.74	\$28.53		\$28.74	\$11.44		\$15.96	



TV MOUNTING SERVICE

Get your TV mounted in under 1 hour. No hidden fees. No damage to your walls.

Choose your size and type of TV.

Total TVs to mount?

1 TV, 2 TVs, 3 TVs, 4 TVs

Why do people choose us?

- Within 1 hour service
- Clean installation
- SHI Insured & Licensed Technicians
- Any TV and wall type
- Fixed price, no hidden fees
- \$40 discount & 2-year warranty

Watch how we work

Our services

- Soundbars
- Wine / Playstation
- Leaning Tower TV
- Above Fireplace
- Wire Concealment
- Home Theater

Solutions for any space

Full Motion TV Mounts

Brands We Install & Work With

SONY, LG, SONY, BOSE, TOSHIBA, Hisense, SAMSUNG, VIZIO, INSGMIA, TCL, onn., JVC

Our works

TV MOUNTING SERVICE

Save 25% with 2 TVs, Save 30% with 3 TVs

Choose your TV

32", 32-59", 60", 60"

Our Services

- FRAME TV
- OVER FIREPLACE
- WIRE CONCEALMENT
- SMART HOME
- TV DISASSEMBLING
- HOME THEATER

All Mounting Styles Available

Fixed TV Mounts

Over 650 Reviews on Google

Over 10,000 TVs Mounted

Professional TV Mounting in Los Angeles & Orange County

From \$99 - Same Day - 10,000+ Installs

Professional Service, **Zero Risk**, **Good Save Time and Money**

\$99, **10,000+**, **1 Hour**, **1 Year**

Our TV Mounting Services in Los Angeles & Orange County

- TV Disassembling & Reinstalling
- Wire Concealment
- Soundbar Installation
- Standard Wall Mount
- Frame TV Installation
- TV Above Fireplace

Clear Pricing. No Hidden Fees.

TV Size	Price
32-59"	\$99
60-75"	\$119
76-85"	\$139
86-100"	\$159

Additional services

Service	Price
Soundbars	\$150
Wine Racks	\$180
Wire Concealment	\$100
Full Motion Mount	\$100

Why Los Angeles Chooses

- Licensed & Insured
- Same Day Service
- Clear Pricing
- 5 Years & 10,000+ Installs
- 1 Year Guarantee
- Real Customer Testimonials

Launching a Telegram Mini Apps Development Line from Zero

CONTEXT

A full-cycle digital agency (a team of 20+ specialists: developers, designers, analysts; clients — federal and regional brands) was launching a new business line — Telegram Mini Apps (TMA) development. I led the launch as Marketing / GTM Lead, from market research to the first paying clients.

WHY TMA?

The decision was market-driven: at that time the TMA category was growing rapidly, and we caught the trend. A young, emerging market is a window — low competition and a chance to claim a position early. We framed the decision as a hypothesis and validated it through research.

PROBLEM

At the time of launch, the TMA market in the B2B segment was nascent: the product category was still taking shape, the competitive landscape was unstructured, the ICP wasn't obvious, and there were no proven lead-gen channels or established value propositions. The main challenge was explaining the value of a new category that the market didn't yet understand.

PROCESS

Market research

- Market sizing via PAM / TAM / SAM / SOM — the volume actually addressable to the agency on a 6–12 month horizon.
- Competitive analysis: direct competitors (other TMA studios) and indirect (classic mobile development, no-code platforms, web apps). Positioning map.
- Social listening: where the audience discusses the topic — which chats and forums, in what words they describe the jobs TMA solves.

Audience Research and Value Proposition

- ICP hypotheses validated through interviews with prospective clients and desk research of open sources.
- 2–3 buyer personas with detailed Jobs To Be Done: what job customers hire TMA to do and why current alternatives do it poorly.
- For each persona — a Value Proposition Canvas (audience gains / pains ↔ the agency's services as pain relievers and gain creators) and its own messaging, offer, and CTA.

Product-Market Fit

PMF was tracked via traction signals from the first pilot deals: willingness to pay for custom development, speed from lead to payment, repeat interest and referrals, and lift in landing-page conversion when the offer was tailored to a segment. The signal of validated demand: a segment understands the value without a long nurture cycle.

GTM Strategy and Channels

- Top-of-funnel: paid search on high-intent queries (capturing existing demand) and expert content (educating a young market). Different personas — different offers and channels: search worked for some, niche communities and chats surfaced via social listening for others.
- Mid-funnel: email sequences and lead magnets (case roundups, TMA unit-economics calculations for the client's business), running the studio founder's LinkedIn.
- Bottom-of-funnel: sales kit, demo materials, custom proposals. For priority Tier 1 clients — Account-Based Marketing: individual packaging tailored to a specific client.

Audience insight: some priority B2B clients barely responded to paid traffic and came in only through niche communities and the founder's personal brand — this shifted channel priorities toward community and ABM at the start.

MVP Launch

- A landing page expressing TMA value in the ICP's own language from the research phase.
- Sales kit and proposal templates with project unit-economics calculations on the client's side.

RESULTS

The key objective of this stage was to test whether demand existed and which segments understood the value of our offer.

- Lead-to-purchase conversion: 5% in the B2B custom-development segment — a healthy figure for a complex product with a high average ticket at launch.
- Positive ROAS on the first deals — 300%.
- First qualified leads from paid cold traffic at the launch of the business line.
- Demand validated, a segment that understands the value identified; the business line gained traction and became the foundation of a new product vertical for the agency.

Launching a Telegram Mini Apps Development Line from Zero

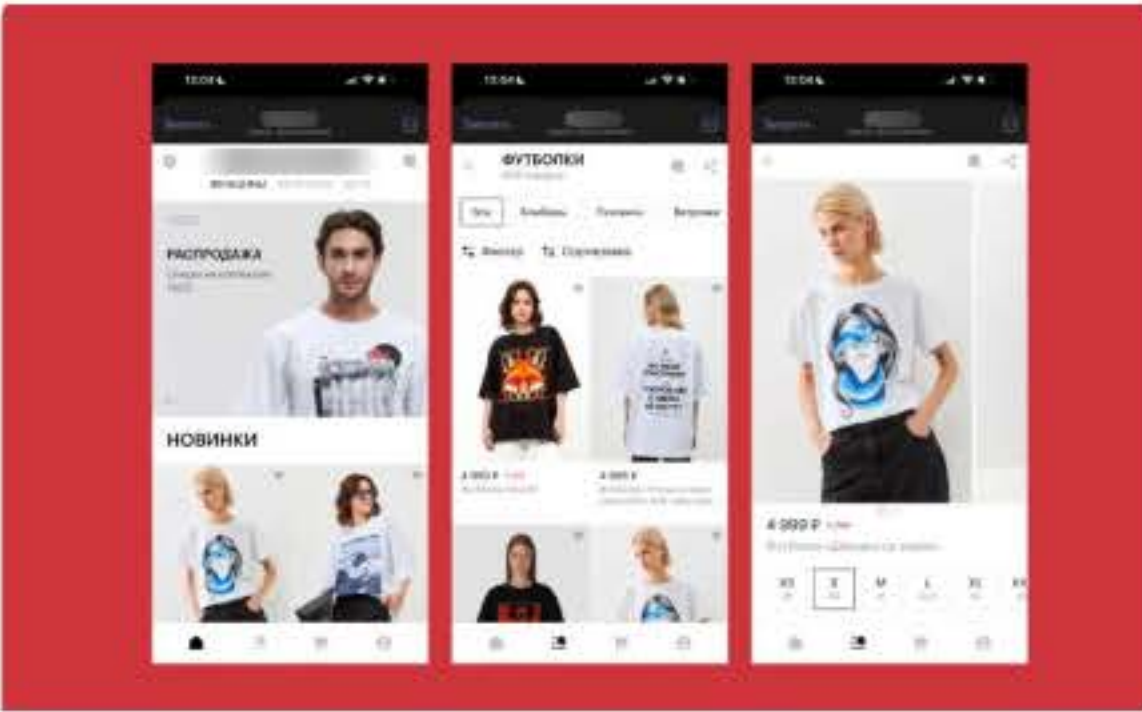
№	Тип	Название	Статус	Бюджет и стратегия	Места	Расход, Р	Показы	Клики	Конверс...	CPA, Р	CPC, Р 1	CTR, %	Доход...	DPP, %	Ср. цена 1000 показов, Р	Конверсия, %
Итого						30 000,00 Р в неделю	24 879,52	2 500	105	19	1 309,45	236,95	4,20	0,00		18,10
			▶ Идут показы остановить	15 000,00 Р в неделю Оптимизация кликов	Поволжье	17 050,70	1 901	80	14	1 217,91	213,13	4,21	0,00	-	-	17,50
			▶ Идут показы остановить	15 000,00 Р в неделю Оптимизация кликов	Москва	7 828,82	599	25	5	1 565,76	313,15	4,17	0,00	-	-	20,00

вание кампа	Объявлен	Заголовок	Расход, Р	Клики	Конверсии	CR, %	CPA, Р	Лиды	CPL
Поволжье			10 547	50	8	16,00	1 318	3	3516
Москва			4 924	19	3	15,79	1 641	2	2462
Поволжье			3 635	21	2	9,52	1 818		
Москва			3 028	5	2	40,00	1 514		
Москва			1 815	6	1	16,67	1 815	1	1815
Поволжье			1 407	4	2	50,00	703		
Поволжье			984	1	1	100,00	984	1	984
Поволжье			795	3	1	33,33	795		
Москва			624	2	0	0,00			
Москва			593	2	0	0,00			
Поволжье			130	2	0	0,00			
Поволжье			76	2	0	0,00			

Кто мы?
30+ экспертов с опытом работы в ИИ, машинном обучении и дизайне. Создаем продукты, которые приносят деньги:

1. Выполнили более 30 успешных проектов в различных сферах
2. Работаем на результат, а не просто на запуск продукта
3. Реализовали множество проектов, которыми ежедневно пользуются тысячи клиентов.

Sk Участник



Возможности мини-приложений

Real Estate

- 1 Поиск
- 2 Выбор категории недвижимости
- 3 Фильтрация и сортировка

Индекс

Будьте ближе к клиентам!

Запустите продажи прямо в Telegram с помощью Mini App.

[Хочу мини-приложение!](#)



Индекс

Почему Telegram? Бот или Mini App? Возможности Mini App Преимущества О нас Как мы работаем [Свяжитесь с нами](#)

Будьте ближе к клиентам!

Запустите продажи прямо в Telegram с помощью Mini App

[Хочу мини-приложение!](#)



Почему Telegram?

- 1 Клиенту удобнее покупать в мессенджере
- 2 Будьте ближе к клиентам — становитесь частью их повседневной жизни
- 3 Большая аудитория: 86 млн Россиян активно пользуются Telegram
- 4 Растущий тренд — будьте одним из первых

Telegram открывает доступ не только к... Повышайте лояльность и частоту повторных...

Loyalty Program for Retail chain

CONTEXT

Multi-store specialty retail chain (non-food consumer goods) (NDA): a chain of 22 brick-and-mortar stores in a city of ~5.5M, a loyalty program with 20,000+ active members, operating since 2004. Offline and online sales channels, a stable flow of customers.

GOAL

Turn a non-functioning loyalty program into a managed retention tool with measurable impact on LTV and profit.

PROBLEM

The existing loyalty program was outdated. It wasn't working as a retention tool. A uniform points-accrual mechanic, no targeted communications, the same offers for all customers regardless of lifecycle stage. No targeted work with the high-value segment, no reactivation of churned customers. LTV stayed below the base's potential, and some loyal customers were churning out. Promo activities were launched on intuition, without ROI calculations or data backing.

PROCESS

Data-Driven Segmentation

- RFM analysis of the entire base: 20 behavioral segments by a combination of frequency, recency, and average order value.
- Month-over-month cohort behavior analysis: which cohorts return and why, which weeks after the first purchase they churn.
- Different segments — different motivations and different value propositions: high-value retained through status and exclusivity, churning customers won back through limited-time triggers, new customers guided through onboarding.

Lifecycle Marketing and Triggered Communications

- A system of 20 behavioral segments and 25+ triggered automated flows across the full lifecycle: onboarding → engagement → reactivation → winback. Each stage with its own offer, conditions, and timing.
- One of the key mechanics: upsell at threshold tickets. Bonus points awarded for an order 20–40% above the customer's segment average — a managed upsell tied to the individual customer's behavior rather than a universal threshold.
- Iterative process: monthly audit of flows and segments → launch of new scenarios for identified gaps → A/B test on a representative sample → roll back or scale to the full base.

Testing and Measurement

- A/B tests on reactivation flows: messaging, offers, send time, channel.
- The business impact of reactivation was measured via a split test on a representative audience (control group vs. test).

Data-Driven Approach to Promos

- Each promo — targeted to a specific segment with a pre-defined uplift hypothesis; after launch — actual vs. forecast review.
- Every promo is data-backed: the commercial department sees what is being launched and why, what ROI is expected, and what is delivered.

RESULTS

Loyalty Program (six-month snapshot, sample of 20 stores)

- +840,000 ₺ in monthly revenue and +336,000 ₺ (+9%) in monthly profit from the existing base, driven by LTV growth.
- Program ROI — 5.8x on profit and 14.5x on revenue.
- AOV +14%; 4-month LTV +9%; repeat-buyer share from 57.8% to 60.4%; share of orders using points from 7.47% to 23.4%.
- The program became a countercyclical tool: in a down market, it retained customers and lifted their average spend.

Triggered Automated Flows (A/B test, ~3 weeks)

- Revenue in the test group +8.4% (+290,000 ₺) vs. control.
- Every ruble of additional discount in the flows delivered 10 ₺ in revenue (ROMI 10:1); order count +21%.

Operational Cleanup

- Hidden financial liability from unredeemed points reduced from 42.7M ₺ to 1.88M ₺ through a review of "dead" bonuses.

Brand & Product Strategy at a Climate-Equipment Holding

CONTEXT

An international holding company manufacturing and importing climate-control equipment, with a portfolio of federal-level brands: Ballu, Zanussi, Electrolux, Royal Thermo, Aurus, and others. Role — Brand Manager for the flagship Russian brand Royal Thermo, focused on strategic positioning and the launch of new product categories.

PROBLEMS AND GOALS

The brand operated in a highly competitive FMCG category of climate equipment under heavy pressure from competitors. Three objectives:

- Strengthen Royal Thermo's positioning and differentiate it from the holding's other internal brands in the target segment, so that the brands wouldn't cannibalize each other in search results and on the shelf.
- Expand the assortment through new product categories. The selection was driven by demand and seasonality analysis (closing the year-round sales cycle: heating in winter — climate in summer) and by portfolio gaps relative to competitors.
- Integrate a cross-brand ingredient brand across several of the holding's lineups: give the consumer a single, readable advantage (a shared quality standard and technology) that works as a purchase argument across multiple brands and lifts the perceived value of the lineups.

PROCESS

Market and Audience Research

- Analysis of the climate-equipment market in Russia and the CIS — its dynamics and structure.
- ICP and buyer personas: B2C — the end consumer across price segments; B2B — dealers, installation contractors, DIY chains of the Leroy Merlin tier.
- Competitive analysis: direct competitors in the category and indirect alternatives.

Brand & Product Strategy

- Positioning strategy for Royal Thermo tied to the end consumer's JTBD.
- Strategy for integrating the ingredient brand into several of the holding's brand lineups as a product advantage — based on market data and target-audience testing.

Launch of New Product Categories

- Brought to market: split systems, boilers, convectors, bio-fireplaces, underfloor heating — positioning, key visuals, pricing strategy, distribution channels.
- Key visuals, 3D videos, and outdoor advertising translated the product's technical advantage into value the consumer could understand.

Partner and Channel Work

- Branded zones at partners (Leroy Merlin), coordination of participation in industry exhibitions and offline events.
- PR asset: product-placement strategy on a Roscosmos rocket.
- Oversight of brand presence and positioning across key retail channels.

RESULTS

- Brought 10+ new products to market across various categories.
- Strengthened Royal Thermo's positioning and differentiated it from the holding's internal brands by awareness in the target segment.
- Integrated the ingredient brand into several of the holding's lineups.
- Strategic partnerships with federal-level DIY chains.

