

MARINA KOKUSH

PRODUCT MANAGER

Data-driven product manager with a user-centric approach to creating impactful digital products, specializing in eCommerce, fashion, education, tech, arts, and cultural projects.

Languages — English, French, Russian, Spanish, Chinese

Portfolio — www.marinakokush.com

WORK HISTORY

Product Manager, Cofounder 01/2020 — present, Los Angeles, CA

- Conducted UX research (over 50 user interviews) followed by product and website relaunch resulting in 400% new subscribers growth in the first 6 months and 93% customer satisfaction level
- Prepared an E-commerce website redesign which doubled the conversion rate in the first 3 months. Delivered high fidelity prototypes, led user testing, managed a web development team
- Designed customer onboarding experience, which increased the number of leads by 30%

E-Commerce and Digital Marketing Director, 01/2014 to 08/2019

TJMAX — French producer and distributor of ready-to-wear brands (www.projectxparis.com) - Paris, France

- Doubled the brand's online sales (website and online marketplaces) in the first year, ensured 20% growth in the following years. Company featured on the Financial Times list of Europe's fastest growing companies in 2017 (#9 in Europe and #2 in France)
- Led development from scratch of two fashion e-commerce websites. Developed UX design, managed the team of web developers and graphic designers
- Ensured conversion rate improvement (0.9% to 2% in the first year), increase of cart value and decrease of cart abandonment rate
- Implemented brand content strategy, which resulted in 182% improvement of SEO visibility in two years
- Developed the brand's email marketing strategy resulting in x 6 times increase of the Email list subscribers and in 1 year, as well as 20% improvement in open rate

Key Account Manager, 09/2007 to 09/2012

SKC Marketing Agency — agency specialized in cinema, media, and event management - Moscow, Russia

Clients: FOX International, NBC Universal, Unifrance, Russian movie production companies

- Strategized marketing campaign for a coproduction movie of FOX and Interfest; drove negotiations for product placement
 - Headed the press-service of an International film festival "2-in-1"
 - Headed the art department of the press-service of the World Chess Championship in The Tretyakov Gallery, Moscow. Provided PR support for the The Alekhine Memorial in the Louvre Museum, Paris (over 100 TV and press publications)
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CONTACT

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EDUCATION

General Assembly - Los Angeles, CA, 2019

Certificate, UX Design

HEC — Paris, France

2012 - 2014

MBA, Entrepreneurship

Lomonosov Moscow State

University — Moscow, Russia

2007 - 2011

PhD, Philosophy of art, thesis: "Art and design in election campaigns"

Lomonosov Moscow State

University — Moscow, Russia

2002 — 2011

MA, Public Relations

SKILLS

Figma

Google Analytics, Hotjar,

Smartlook

Shopify, WooCommerce

Mailchimp, Klaviyo

ADDITIONAL INFORMATION

- Founded a start-up "Breakfast With Language" — a language conversation social club (2011)
- Created/taught a marketing and PR course in a Moscow university
- Art — figure sculpting, painting
- Sports — vinyasa yoga, swimming

CERTIFICATES

Google Analytics, UX design
