

VALERIIA YELSHYNOVA

MARKETING AND BRAND STRATEGIST

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Strategist and doer with 3+ years of experience leading research-driven brand, marketing, and go-to-market strategies for early-stage ventures, digital products, and cross-functional teams. Specializes in translating customer insights and market intelligence into positioning, messaging, and growth roadmaps that drive clarity, differentiation, and business impact. Experienced in auditing brand, product, and communication touchpoints to uncover gaps, inform creative execution, and align teams around unified strategic direction across e-commerce, lifestyle, tech, and public sector initiatives.

AREA OF EXPERTISE

Strategic Brand Positioning	Segmentation & ICP	Strategic Audits (UX, Brand, Comms)
Go-to-Market Planning	Development	Cross-Functional Team Collaboration
Customer & Behavioral Insights	Messaging & Content Architecture	Stakeholder Advisory & Decision Support
Market & Competitive Research	Product & Experience Strategy	Research-Driven Rebranding
	Campaign Strategy & Creative Direction	

PROFESSIONAL EXPERIENCE

Strategist | Self-Employed (Remote)

Dec 2023 - Present

- Developed full-funnel brand and marketing strategies for early-stage and mid-size B2B and B2C brands across e-commerce, lifestyle, energy tech, and mobile apps
- Conducted strategic audits of product experience and communications to uncover gaps in positioning, onboarding flows, value perception, and customer engagement.
- Delivered market intelligence, competitor benchmarking, and ideal customer profile (ICP) development to guide business model validation and go-to-market strategies.
- Defined strategic brand positioning, messaging architecture, and tone of voice frameworks to support differentiation, scalability, and consistent brand expression.
- Advised on campaign strategy and execution, providing guidance on creative direction, messaging prioritization, and cross-channel alignment with business goals.
- Partnered closely with founders and early leadership teams to introduce strategic structure, challenge assumptions, and guide decision-making across product, brand, and growth roadmaps.

Key Achievements

- Led the launch of a brand response campaign in the niche e-commerce client, reaching 24.9K+ users, exceeding click KPIs by 129%, and achieving a 4.0% CTR at a low \$6.19 CPM
- Led product and communication audits for two rebranding initiatives (lifestyle & entertainment apps); research findings were used as the strategic base for repositioning, messaging, and creative direction

Strategist | Promodo (Kyiv, Ukraine)**Feb 2024 - Mar 2025**

- Diagnosed growth opportunities through market assessments, demand analysis, and multi-layered competitor audits across sectors including fintech, pharma, logistics, retail, entertainment, and fashion
- Mapped customer behavior and experience, leading qualitative and quantitative research to uncover insights, barriers, and decision-making patterns that shaped product and communication strategy
- Defined strategic direction for brands entering new markets or launching digital products — including segmentation, positioning, and customer journey design
- Built actionable strategies across brand, communication, and experience — from value proposition and messaging frameworks to campaign narratives and website structure
- Supported delivery teams with insights that informed go-to-market planning, UX optimization, and creative development
- Collaborated across strategy, performance, UX, and creative functions to ensure alignment from insight to execution

Key Achievements

- Defined strategic positioning that was adopted across creative, UX, and media workflows, ensuring consistent execution from insight to activation
- Designed and implemented a market prioritization scoring system to help an early-stage client identify the most viable regions for product launch

Strategist | Motiv (Calgary, Canada)**Apr 2022 - Sep 2023**

- Conducted in-depth market, competitor, and audience research to identify growth opportunities, guide positioning, and inform product and campaign strategies
- Defined customer segments and buyer personas to support targeted communication and personalized experience design
- Developed data-informed go-to-market strategies and multi-channel marketing plans for new products, services, and business units
- Created brand positioning frameworks, messaging hierarchies, and content strategies to support differentiation and long-term growth
- Planned and launched digital campaigns across paid and owned media, including campaign architecture, channel planning, and content direction
- Designed and implemented chatbot solutions to streamline customer interaction and enhance digital engagement
- Collaborated across departments to align product, creative, media, and leadership stakeholders around unified strategic goals

Key Achievements

- Defined product strategy that guided cross-functional execution across UX, content, and development — resulting in a live, operational platform for Common Future (USA), Canadian Children's Book Center)

EDUCATION

BASc International Information

Sep 2017 - Jun 2021

Lviv Polytechnic National University

- Diploma with Honours, GPA 3.8

Strategic Marketing

Oct 2021 - Dec 2021

Laba Course

- principles and structure of strategic marketing planning: from comprehensive marketing audit to brand positioning.

Product Marketing

July 2025 - Present

Projector

- comprehensive product marketing training focused on digital growth: metrics, positioning, strategic planning, launch execution, and performance optimization.

ADDITIONAL INFORMATION

- **Languages:** English, Ukrainian, Italian
- **Tools:** SimilarWeb, FoxData, Statista, Euromonitor, TradeMap, Google Trends, Google Analytics, Hotjar, Maze, Adreal, Figma, Miro, Notion, Typeform, Meta Ads Library, Google Ads Library, Meta Business Suite