Ksenia Nikitina

Marketing & PR / iGaming & Affiliate

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PROFILE

Experienced Chief Marketing Officer (CMO) and PR Head with 5+ years in digital marketing, specializing in affiliate marketing and the iGaming industry. Proven track record of driving brand growth, increasing market share, and building strong B2B partnerships for leading brands. Background in media and politics; grounded in brand strategy from years at full-service agencies including TBWA and Kokoc Group.

EXPERIENCE

CMO — FirstClass Partners

December 2024 — Present

- Lead global marketing strategies focused on affiliate marketing.
- Drive B2C marketing for the brands under the FirstClass Partners umbrella, alongside the core B2B/affiliate focus.
- Attract and retain affiliate partners through a dedicated loyalty program that rewards long-term performance.
- Build and maintain long-term partnerships by delivering tailored marketing solutions.
- Launch and grow the brand's presence in the market, representing it at leading industry conferences.
- Grew the partner network to 400+ within the first year after launch.

PRD — one of the largest CIS media buying teams

December 2024 — Present · NDA

- Oversee information security practices across marketing and communications workflows.
- Manage internal and external communications, ensuring consistent brand messaging.
- Respond to and defuse adversarial PR incidents, protecting brand reputation under pressure.
- Prepared speakers for interviews, debates, on-stage talks at major conferences, panel discussions, and podcasts.
- Corporate marketing: developed and ran 50+ types of branded merch and corporate gifts for employees — gamifying company culture.

Head of PR — software platform & direct advertiser (40+ sub-brands)

December 2022 — December 2024 · NDA

- Led branding, positioning, and brand awareness from the platform's launch stage; the platform remains a top-5 provider in its category.
- 9 partner products sold & launched within 6 months of launch, 4 more later; several industry awards won.
- PR & reputation for the group's direct-advertiser brand (top-5, 40+ sub-brands): media monitoring, content correction/removal, crisis communications.
- Partner marketing: 800+ attendee partner events across multiple markets; managed social media presence and audience trust in a regulated vertical.

CMO — ZaleyCash

Earlier experience

- Positioned ZaleyCash as a unified top-up hub for 40+ ad networks — Google Ads, TikTok, Yandex Direct, Meta-adjacent channels, and more.
- Promoted the partner bonus program, rewarding up to 20% of ad spend back in bonus budget.
- Highlighted free ad-compliance and moderation support as a core value driver for media buyers.
- Helped communicate flexible payment options, including SBP, MIR, crypto, and WebMoney.
- Ran webinars with major traffic sources, including VK, Yandex, PropellerAds, and TrafficJunky.

CMO (business unit) — Kokoc Group

2020 — 2022

- Led marketing for one of the group's business units within this full-service digital agency.

Head of International Relations Development — Expocentr

2018 — 2020

- Sourced and developed partners in Russia and internationally (China, Turkey, Iran, India, CIS).
- Engaged with trade associations and industry committees, including the Chamber of Foreign Affairs.

Marketing Manager — TBWA

2016 — 2018

- Research and competitive analysis of the digital industry; built strategic business development plans.
- Managed new and existing partner relationships end to end.

SIDE PROJECTS

Gamble Lab — creative studio producing ad creatives for performance campaigns; built the brand from scratch. · **Zumbo** (zumbo.ai) — a tool for uniqualizing video creatives when scaling campaigns; built the brand from scratch.

EDUCATION

Lomonosov Moscow State University (MSU) — Master's degree

MGIMO University — Master's degree, Political Technologies

SKILLS

Affiliate Marketing Strategy & Partner Acquisition · Performance Marketing & Campaign Optimization · Product Marketing & Market Penetration · Brand Positioning & Communication Strategy · Digital Marketing (SEO, PPC, SMM, Email) · PR & Media Relations · Data Analysis & KPI Tracking (ROI, LTV, CTR, CPI) · Team Leadership & Cross-functional Collaboration

LANGUAGES

Russian (native) · English, Ukrainian, Bulgarian, Polish (fluent)