

Alexey Lazarev

Growth Marketing Manager • B2B Demand Generation • Marketing Analytics

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Eligible to work in Germany — no sponsorship required • Available immediately

PROFILE

Growth marketer with 7+ years of building acquisition systems from zero and steering them with data. Started in sales and became a company's first marketer; rebuilt web analytics and then ran multi-market paid acquisition at Admirals (fintech); led B2B marketing at Urban Beta (construction-tech), where acquisition ran on events, partnerships and a web funnel across 6–18-month sales cycles. Looking for a B2B role owning qualified pipeline. Recently completed a 1,160-hour German-accredited programme in Performance Marketing Management & Scrum (99% final grade); builds own automation with Python, SQL and AI tools.

EXPERIENCE

Head of Marketing

Sep 2023 – Dec 2025

Urban Beta & BetaPort Systems • Berlin, Germany

Urban Beta develops modular construction technology on circular-economy principles; BetaPort Systems is its brand for modular wood buildings.

- **Ownership.** Sole owner of marketing for both brands, reporting to the CEO — built strategy, brand, partnerships, PR, digital and B2B acquisition from zero in a market with 6–18-month sales cycles and institutional buyers; led the marketing launch around the first completed pilot building.
- **Events and fairs.** Made events the primary acquisition channel — about 20 in total: ExpoReal 2024 (Messe München) and three further industry fairs, own partner events in Leipzig and Greifswald, and 10+ CEO speaking slots, with booth space and slots secured at little or no cost through partner co-funding.
- **ExpoReal 2024.** Ran our presence at Europe's largest commercial real-estate fair, financed largely through investor cost-sharing and paid partner packages; managed build, logistics and budget, and brought industry partners such as Trilux and Schüco onto our stand — companies outside the fair's usual exhibitor profile.
- **Funnel.** Built the web funnel from LinkedIn and PR through the BetaPort Systems site (Webflow, built from scratch) to call requests and first meetings arranged for the CEO; wrote ~100 LinkedIn posts and grew the BetaPort Systems audience ~5×.
- **Partnerships.** Built 20+ partnerships with established German industry firms and construction suppliers (incl. Jung, Trilux, Schüco), cooperating across events, PR and content; PR across press, TV and radio.
- **Systems.** Documented the funnel; built budget and annual planning models used in funding conversations; set up the company's digital infrastructure, newsletters (Mailchimp) and CRM (Pipedrive).

Head of Acquisition (Interim)

Mar 2023 – Jun 2023

Admirals • Berlin, Germany

- **Paid acquisition.** Ran a seven-figure annual PPC budget across Google Ads, Microsoft Advertising, Meta and LinkedIn in 30+ countries (5 regional clusters), stepping in without handover after a leadership change.
- **Performance.** Improved monthly acquisition ROI by 9% in four months on an annual budget 30% smaller than the year before — audited spend, switched off unprofitable markets, reallocated to those with headroom, and moved optimisation from registrations to later funnel stages.
- **Team.** Led 5 PPC specialists, each owning a regional cluster; coordinated external design, landing-page and consulting partners.
- **Funnel and testing.** Owned conversion from first visit to first deposit (stages 0–6); set up VWO, wrote hypotheses and ran landing-page tests.
- **Creative operations.** Built the asset-production process — copy, design, compliance review — with a tracker and naming convention.

System Analyst, Web Team

Aug 2022 – Mar 2023

Admirals • Berlin, Germany

- **Measurement stack.** Owned GA3/GA4, Google Tag Manager, Heap and Hotjar across a multi-locale website; ran GA3 in parallel until GA4 was proven, and cleared legacy tags that slowed the site.
- **Data quality.** Designed a cross-locale event taxonomy and tracking specifications; traced and fixed untracked desktop traffic, narrowing a more-than-twofold gap between BI and web analytics.
- **Privacy and data.** Set up OneTrust consent management and user identification in Heap; evaluated Segment as a customer data platform.

- **Reporting.** Built weekly, monthly and quarterly performance dashboards from zero (Looker Studio, Heap) with written interpretation for management; wrote requirements for BI reports in Tableau.
- **New website.** Supplied data, personas and analytics requirements for the rebuild of admirals.com; embedded the taxonomy on every page from launch.

Freelance Digital Marketing Manager

Apr 2021 – Aug 2022

Self-employed · Remote

- **Clients.** End-to-end client acquisition for five small businesses across legal services, real estate, retail and local services — from value proposition to website to paid campaigns.
- **Paid acquisition.** Ran Google Ads, Meta and Yandex.Direct; owned budgets and creative.
- **Web and design.** Built websites and landing pages; semantic cores and on-page SEO; design and photography.

Senior Marketing Manager

Feb 2018 – Apr 2021

Tekhservis LLC · Moscow, Russia

Certification and regulatory compliance services for industrial manufacturers and importers.

- **From sales to marketing.** Joined the sales team in 2017 as Customer Service Manager; spotted that the company was losing online leads, proposed fixes to the website, social media and acquisition, and became its first marketer.
- **Digital presence from zero.** Led the website redesign and established first organic rankings on Google and Yandex, generating the company's first inbound leads from digital channels.
- **Operations.** Owned strategy and annual budgets across paid, organic, affiliate and partnership channels; implemented AmoCRM for lead tracking; coordinated SEO contractors, content and social media.

TOOLS & SKILLS

Analytics & measurement: GA4, Google Tag Manager, Heap, Hotjar, Looker Studio, Tableau, Search Console, OneTrust, VWO · event taxonomy design, A/B testing, funnel analysis

Paid acquisition: Google Ads, Meta Ads, LinkedIn Ads, Microsoft Advertising, Yandex.Direct

CRM & marketing ops: Pipedrive, AmoCRM, Mailchimp, Webflow, WordPress, Adobe Photoshop, Jira, Confluence

Data & AI: SQL, Python (pandas), Claude Code, local LLMs (Ollama), self-hosted infrastructure (Raspberry Pi, Caddy, Tailscale)

SEO & research: SEMrush, Ahrefs, SimilarWeb · semantic cores, on- and off-page optimisation

EDUCATION & TRAINING

Performance Marketing Management & Scrum

Jan 2026

velpTEC Edutainment — German-accredited Weiterbildung, 1,160 UE, 99% final grade

Coursework: social media & content marketing, SEO, Google Ads, e-commerce, people-based marketing, first-party data strategy, KPIs & analytics, Scrum.

Data Science Foundations

Jun 2026

Codecademy — Python, pandas, SQL, statistics

BSc Economics

2011 – 2015

Institute of International Economic Relations, Moscow

LANGUAGES & VOLUNTEERING

Languages: English (fluent), Russian (native), German (A2.2)

Volunteering: Marketing Advisor (pro bono), School of Machines, Making & Make-Believe, Berlin · since Jan 2026 — positioning, member acquisition, channel strategy