Tatiana Kakurina
Head of Artist Relations

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SUMMARY

Growth-focused Product & Partnerships leader with 10 years of experience, bridging data-driven financial analysis and creative music strategy. Proven track record at ZVUK, scaling ZVUK Studio to 40K MAU and delivering $1.8M in annual savings through high-impact B2B partnerships. Expert in building artist acquisition funnels and managing P&L for streaming platforms, with a unique background as a label co-founder.

PROFESSIONAL EXPERIENCE

Head of Artist Relations (B2B Partnerships) **Feb 2025 – June 2026**
ZVUK, Russia, Moscow

ZVUK — a major Russian subscription-based music streaming platform serving millions of users, integrated into the digital ecosystem of Sber, Russia's largest bank.

- Led artist relations and a five-person team; owned partnership strategy, campaign planning, and a $1M annual budget across product, PR, and creative.
- Built an artist and label partnership model that saved $1.8M in annual marketing costs and drove 15% MAU growth by exchanging promotional support for artist-channel campaigns, tracking audience growth from awareness to paid subscriptions.
- Designed multi-channel release packages—in-app placements, push, social, DOOH, media interviews, and festival slots—tailored to each artist's audience and KPIs.

Senior Artist Relations Manager, B2B Partnerships & Special Projects **Feb 2022 – Feb 2025**

- Created Russia's first artist-branded Bus Tour with an integrated acquisition funnel—driving fans from artist channels into the app and converting them to paid subscriptions.
- Scaled the Bus Tour campaign to 4.8× link clicks and 8.6× playlist streams vs. the pilot, while reducing in-app promotion spend by 75%.
- Led strategy, budget, and cross-team approvals for Husky's Partizan album campaign. Delivered #1 chart debut among new releases; first-week streams exceeded target by 10×.

B2B Product Development and Launch Consultant **Jan 2021 – Feb 2022**
ZVUK Studio, Russia, Moscow

ZVUK Studio — a B2B platform for artists and their managers, offering analytics, promotional tools and artist profile management on the ZVUK music streaming service.

- Launched the ZVUK Studio — Streaming for Artists platform: researched artists' needs, defined product requirements, positioning, and go-to-market strategy, and led the launch. Grew the platform to 40K MAU through industry partnerships.
- Managed the product backlog end-to-end in Agile (Jira/Scrum), prioritizing features by artist demand and business impact and aligning sprint goals across engineering, design, and partnerships.

Lead Accountant, Petroleum Products Sales **Mar 2018 – Sep 2020**
RussNeft, Russia, Moscow

RussNeft — one of Russia's top 10 oil and gas producers, publicly listed on the Moscow Exchange.

- Managed sales accounting, reconciliations, and audit preparation for petroleum product sales; maintained budget adherence through internal controls.

Business Analyst, Enterprise Risk Management Advisory **Sep 2016 – Feb 2018**
Deloitte, Russia, Moscow

Deloitte — a global Big Four professional services network delivering audit, consulting and advisory services.

- Conducted financial statement and controls audits; mapped business processes in ARIS for SAP ERP migration, ensuring B/A alignment across finance workflows.

PROJECT WORK

Co-founder, Creative Producer **Nov 2017– Dec 2023**
UNDERFAME, Russia, Moscow

Independent music label providing full-service artist development and management.

- Built brand identities and release strategies for seven emerging artists; managed social channels and produced photography and video for launches.
- Secured a distribution and marketing deal with Universal Music for a label release; grew annual label revenue from zero to $18K through royalties and artist development.

EDUCATION

Financial University under the Government of the Russian Federation, Bachelor's Degree, Accounting, Economic Analysis and Audit, 2016.

CERTIFICATIONS

Foundations of Digital Marketing and E-commerce – Google, 2026

LANGUAGES

Russian — native; English — C1.

SKILLS

Artist Relations & Development: Artist & Label Partnerships, Artist Marketing, Release Campaigns, Branded Activations, Audience Growth, Artist Management, Campaign Strategy

Business & Strategy: Partnership Strategy, Business Development, Go-to-Market Strategy, Budget Management, Cross-Functional Leadership, Stakeholder Management, Contract Negotiation, P&L Management, Monetization

Analytics & Tools: Marketing Analytics, CRM, AppsFlyer, Looker, FineBI, Excel, Microsoft Teams, Asana, Jira, Confluence

Digital & Creative: Digital Media, Adobe Creative Cloud, Figma, Miro, Social Media Strategy, Conversion Rate Optimization, User Acquisition & Retention

Music Industry: Entertainment Partnerships, Music Business Operations, KPI Tracking, Agile Project Management, Music Licensing, A&R