Tatiana Kakurina

Senior Integrated Marketing Manager

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SUMMARY

Integrated marketing professional with 10+ years in music streaming and digital products. Leads campaigns end-to-end: strategy, creative, launch across teams, measurement and scale. Experienced in influencer and brand partnerships, in-app engagement, and product launches. Combines team leadership and budget ownership with a finance and consulting background from Deloitte.

PROFESSIONAL EXPERIENCE

Head of 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 integrated campaigns across in-app experiences, partner channels, PR, and creative production, driving a 9% lift in brand awareness and 15% MAU growth.
- Built and led a five-person team; owned the marketing partnership strategy, annual campaign roadmap, and budget, working across product, PR, and creative.
- Introduced barter partnerships exchanging advertising inventory for influencer participation and promotion, saving $1.8M annually.

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

- Created repeatable in-app engagement campaigns with no incremental budget, lifting time spent in the app by 4%.
- Scaled a tour-bus special project with an A-list artist: 4.8x the link clicks and 8.6x the playlist streams of the pilot, with 75% less in-app promotion.
- Led the promo campaign for a B-list artist across out-of-home, listening rewards and partner channels: the #1 new release of the weekend on ZVUK; first-week streams came in over 10x target.

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 ZVUK Studio (an analog of Spotify for Artists), defining positioning, value proposition and customer journey; grew it to 40K MAU through industry 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, customer reconciliations and audit preparation; standardized internal controls and contributed to accounting and tax policies.

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.

- Audited financial statements and controls; mapped processes in ARIS for an SAP ERP migration; coordinated stakeholder reviews.

PROJECT WORK

Co-founder, Creative Producer **Nov 2017– Dec 2023**
UNDERFAME, Russia, Moscow
Independent music label providing full-service artist development and management.

- Grew annual label revenue to $18K within three years through royalties and back-catalog monetization.
- Built brand identities and marketing strategies from scratch for seven artists.

EDUCATION

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

LANGUAGES

Russian — native; English — C1.

SKILLS

Integrated Campaign Management, Marketing Strategy, Go-to-Market Planning, Partnership Marketing, Creative Production, Cross-functional Project Management, Marketing Analytics, Budget Management, Team Leadership, Brand Positioning, PR and Campaign Communications, Community Management, User Engagement, Audience Development, Influencer Marketing, Artist

and Label Partnerships. Tools: AppsFlyer, FineBI, Excel Apps Script, Jira, Confluence, Miro, AI tools, n8n, Figma, Adobe Creative Cloud (Photoshop, Illustrator, Premiere, After Effects).