



NAZAR ALEKSEITSEV

FULL-STACK GROWTH MARKETER

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Portfolio: alekseitsev.netlify.app

SUMMARY

Growth marketer who brings in customers, with or without existing leads. In B2B or B2C, I build and run the whole acquisition system myself: I find the leads, start the conversations, book the sales calls and track every customer back to the channel that brought them.

EXPERIENCE

Growth Marketing Contractor

Aug 2026 – Present

Remote

- **VISION** · B2B marketing consultancy, €3,000 average deal: 27 sales calls in 2 weeks from cold outreach on a \$400 outbound budget; 690 messages, 23.5% reply rate, 62% positive replies, 3.9% message-to-call, 88% show rate. Built in one week: Telegram parsers and MCP, ICP lead bases, Bitrix24 CRM from scratch with AI agents
- **Law firm, Germany** · fixed a pipeline that was losing most of its leads: response SLA, warm calling of the existing lead base, sales materials for the managers
- **Paid-ads agency** · found and closed the leaks between lead and sale: sales audit, cold calling, funnel fixes
- **Silvernova** · retained after my exit: HubSpot automations, calendars and workflows for sales and customer support

Growth Lead · Silvernova GmbH

May 2026 – Aug 2026

Founder's Associate · Silvernova GmbH

Feb 2026 – Apr 2026

LegalTech SaaS, €1M ARR · Munich · owned acquisition end to end under the CMO

- Built click-to-deal attribution with Framer, Zapier, n8n and HubSpot that exposed true CAC by channel; the basis for every decision from which channel to scale to how the team performed, still in use after my exit
- Doubled landing-page conversion from 2% to 4% with new offers and pages I built in Framer; technical CRO to 70+ mobile PageSpeed performance
- Set up conversion events for Meta, Google and LinkedIn Ads, so each platform optimised on real bookings
- Launched and ran the channel mix from scratch: Meta, Google and LinkedIn Ads (€40K) plus outbound through a cold-calling agency I briefed, working from call lists I built and cleaned in Excel (existing clients and blacklist removed)
- Turned cold-email replies, positive and negative, into booked sales calls; sharpened the offer in the email sequences to lift reply rates
- Booked 10+ qualified law-firm meetings a week in the first month of paid; cut Meta CPL 36%, from €120 to €77
- Owned all content: wrote, shot and edited the video ads and product videos on my own camera kit in DaVinci Resolve, and ran the media buying: 3–7% link CTR

Founder · Dopo Agency

2025 – Feb 2026

Music, video and photo production (B2B and B2C) · Munich

- Won 80+ clients and delivered 200+ projects with €0 ad spend, through SEO and referrals
- Ran a full music studio: production, mixing and mastering, plus music distribution for artists
- Ran production end to end as producer, videographer and photographer on my own Sony kit; Content Director for partner Villa K

EARLIER EXPERIENCE

2023–2025	Creative work · Munich Relocation to Germany; remote creative production
2023	Editorial & Production Intern · Bayern 3 / Bayerischer Rundfunk Program editorial and production, Munich
2022–2023	Producer & Mixing Engineer · Vibe Studio 300+ orders, 1,000+ artists in the studio; upsold studio clients, brought in partners and launched the Vibe Music Inc. label
2021–2022	Co-Founder · Plug Music Built a cold outbound system and trained a 15-person cold-sales team in 2 months from 50+ interviews; opened the partnerships and distribution departments; coordinated the designer on video ads and brand design; wrote articles and Telegram-bot structures for clients
2016–2021	Producer & Mixing Engineer, Designer, SMM Sold my own beats, mixing and design work to artists and closed the deals myself; mixed and produced for artists including Blago White and Lottery Billz; grew two VK communities to 40K and 10K (10K in 2 months) through cold outreach and monetised them with ads; ran paid ads in the music industry at 3x ROI

SKILLS

Growth	B2B and B2C growth marketing, demand generation, pipeline generation, paid social, paid search, performance creative, CRO, A/B testing, landing pages, funnel optimization, outbound, lead generation, marketing automation, attribution, CRM
Tools	HubSpot, Meta Ads, Google Ads, LinkedIn Ads, GA4, GTM, Bitrix24, Instantly, n8n, Zapier, Claude (design, agents, MCP), Python, Framer, Adobe Creative Cloud, DaVinci Resolve

LANGUAGES

Languages	English B2 · German B2 · Russian native · Ukrainian native
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EDUCATION

2020–2022	NTU "Kharkiv Polytechnic Institute" · International Economic Relations · Bachelor studies, 120 ECTS
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