

Anna Shatkovskyy (Andrievskaia)

Marketing Manager | Atlanta, GA | annashatkovskyy@gmail.com | 470-461-4393

PROFESSIONAL SUMMARY

Marketing manager with over 10 years of global experience at companies including Michelin, KPMG, and Sberbank.

Specialized in B2B marketing strategy, product launches and external communications.

Proven track record in growing MQL-to-SQL conversions (5% to 10%), boosting digital engagement by 2x, and improving customer NPS scores by 40% through data-driven campaigns, OEM partnerships, and GTM strategy.

Recognized for bridging marketing, product, and sales enablement to deliver measurable ROI.

CORE COMPETENCIES

- Go-to-Market (GTM) Strategy & Product Launch
- B2B Marketing & Partner Enablement
- External Communications
- Budget Management & ROI Optimization
- Digital Marketing & Customer Experience
- Cross-Functional Leadership & Project Management (Monday.com)
- Campaign Analytics & KPI Reporting (Excel, Pardot, Hubspot, Mailchimp)

PROFESSIONAL EXPERIENCE

Go-to-Market Manager | Michelin Connected Fleet

Atlanta, GA | Jun 2025

Lead full-cycle Go-to-Market strategy and execution for Michelin's IoT-enabled fleet management solutions across North America, driving growth across direct business model and partner channels.

Launched 2 partnership programs in SaaS and trained reseller networks through tailored enablement materials - achieving 70% training satisfaction.

Deployed Seismic platform for global sales enablement tracking; improved content utilization visibility and reduced time-to-launch by 25%.

Created ROI calculators, battlecards, and device-fit tools customized by vocation, resulting in stronger sales storytelling and improved conversion rates.

Directed multi-channel event and campaign strategy (TMC, ITS, WTX, HDTX), achieving 30% higher CTR and 2x digital engagement on LinkedIn.

Enhanced communication flows via Gong enablement campaign, driving 20% higher engagement and 10% higher open rates.

Segment Marketing Manager | Michelin Connected Fleet

Atlanta, GA | Jun 2022 – Jun 2025

Led marketing transformation through Michelin's global rebrand from NexTraq to MICHELIN Connected Fleet, strengthening brand equity and sales enablement.

Delivered rebrand rollout and event strategy (TMC 2023), generating +30% brand recall and unified messaging across North America.

Launched Fleet Defender, exceeding GTM targets by 20% and increasing qualified leads through integrated ABM and Always-On campaigns.

Designed OEM enablement framework, boosting partner engagement by 30% through co-branded email and training campaigns.

Directed customer experience programs improving NPS by 40% and reducing churn by 50%, while maintaining budget efficiency.

Increased MQL-to-SQL conversions from 5% to 10% and doubled email open rates (20%→45%).

Enhanced digital engagement across campaigns by 25%, strengthening marketing-to-sales alignment.

Project Marketing Manager | Digital Marketing Solutions (Client: Birla Carbon)

Atlanta, GA | Jan 2020 – May 2022

Supported digital transformation and market growth for Birla Carbon, a global leader in carbon black manufacturing with \$3.5B+ annual revenue and a 15% global market share.

Built strategy to expand Birla Carbon's emerging digital marketing solutions, increasing web traffic by 30%.
Led development of an interactive virtual customer platform to enhance engagement across regions.
Conducted competitive market analysis identifying brand strengths and whitespace opportunities, informing global marketing repositioning.
Boosted LinkedIn engagement by 20% through digital campaigns and content revamp.
Developed dashboards in Excel and Tableau to monitor marketing KPIs and executive reporting.

Communication Manager | Sberbank of Russia

Moscow, Russia | Sep 2013 – Oct 2019

Worked for Sberbank, the largest bank in Eastern Europe with over \$500B in assets and a customer base comparable to Bank of America.

Managed \$2.5M annual budget for international offices (Germany & China), optimizing cost efficiency and communication effectiveness.
Led Project SberCheck (digital service quality initiative), aligning cross-department stakeholders and external vendors to improve CX compliance.
Directed content modernization and brand refresh projects, improving internal communications by 35%.
Oversaw governance and compliance messaging for international branches, ensuring consistent alignment with global regulatory standards.

Marketing Specialist | KPMG

Moscow, Russia | Apr 2010 – Aug 2013

Contributed to marketing operations for one of the Big Four consulting firms, supporting client acquisition and brand growth.

Created marketing collateral and high-impact sales presentations that improved business development win rates.
Planned and executed client engagement events, increasing executive-level touchpoints by 25%.
Managed vendor relations and procurement for marketing services, maintaining 100% on-budget delivery.

EDUCATION

Master's in Advertising & Public Relations – Higher School of Economics, Moscow | 2017 – 2019

Bachelor's in Economics – Synergy University, Moscow | 2010 – 2015