



ANNA LEVCHENKO

Head of Influencer Marketing | Brand Communication

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Marketing leader with 7+ years of experience building brands and scaling revenue through influencer ecosystems, integrated communications, and performance-driven strategies. Operate at the intersection of brand, growth, and partnerships — turning influencer marketing into a scalable acquisition and revenue channel, not just awareness.

CORE EXPERTISE

Growth & Performance

- Revenue-driven growth marketing
- Cohort analysis & retention optimization
- CAC / LTV / ROAS optimization
- Funnel analysis & conversion optimization
- Growth experimentation (A/B testing)
- Attribution & marketing analytics

Brand & Communications

- 360° brand strategy & positioning
- Integrated marketing campaigns
- Influencer & affiliate ecosystems
- PR, media & strategic partnerships
- Brand lift & demand generation
- Go-to-market strategy

Leadership & Operations

- Building teams & functions from scratch
- Marketing strategy & organizational design
- Cross-functional leadership (Marketing, Product, Sales)
- KPI frameworks & performance management
- Budget ownership (\$400K+/month)
- Multi-market execution (USA / CIS)

EXPERIENCE

Head of Amazon Influencer Marketing & Affiliate Partnerships — [MAREE BEAUTY](#)

Amazon e-commerce beauty brand (USA)

Jun 2024 – February 2026

Joined the company as a strategic consultant while working full-time at Yandex Practicum to build and scale the influencer and affiliate organization during a high-growth stage.

- Built the influencer and affiliate organization from scratch as a strategic consultant
- Designed the organizational structure and hired a team of 3 analysts and 5 partnership managers, later transitioning the department into autonomous operations
- Established KPIs, reporting, operating processes, and performance management systems
- Built and scaled the Amazon affiliate ecosystem across creators and performance partner
- Turned influencer marketing into a measurable revenue channel contributing 3–7% of company revenue

- Managed \$400K+ monthly budgets while maintaining 200%+ ROAS
- Partnered with founders on growth strategy and organizational scaling

Influencer Marketing Lead - [Yandex Practicum](#)

Leading online education platform offering career-focused programs in data, programming, design, marketing, and analytics.

Oct 2022 – May 2026

Built and scaled the Influencer Marketing function into one of the company's core acquisition channels across the education business.

- Built the influencer marketing function from scratch, initially for the English business unit before scaling it across all seven product verticals
- Developed and implemented a unified influencer strategy covering more than 100 educational products
- Built repeatable acquisition frameworks combining creators, media, performance marketing and brand campaigns
- Increased organic traffic through large-scale influencer activations reaching more than 35M users
- Reduced CPL by 81% YoY through experimentation, segmentation and funnel optimization.
- Led cross-functional initiatives across Brand, Performance Marketing, Product, Analytics and Creative
- Managed agencies, production teams, creators and external partners
- Owned campaign planning, budgeting, forecasting and performance analytics
- Supported company-wide brand campaigns as part of full-funnel marketing strategy alongside TV and Media investments
- Built scalable operational processes allowing influencer marketing to become a predictable growth channel

Brand Communications Lead (IM & PR) — [Lunar HARE Agency](#)

Communications agency representing a broad spectrum of clients in art, fashion, beauty, technology, real estate and media fields (CIS)

Apr 2019 – Oct 2022

- Developed and implemented brand, communication, and influencer strategies for agency clients
- Led a team of 12 people while simultaneously managing 17+ projects
- Built and optimized a team motivation system (KPIs, bonuses, performance reviews), improving overall goal achievement efficiency
- Launched integrated 360° campaigns in collaboration with internal departments, clients, and external partners
- Managed projects end-to-end — from strategy and planning to execution, budgeting, and final reporting
- Maintained and developed relationships with clients, media, local communities, and brands, fostering long-term partnerships
- Executed influencer and celebrity campaigns (digital + offline), including talent sourcing, negotiations, KPI tracking, implementation, and performance monitoring
- Coordinated production processes (shoots, events, activations) for marketing campaign

Clients: adidas, Uniqlo, FARFETCH, Diageo, ECCO, Pernod Ricard, Luxottica, Coty,, PUIG, Dyson, Cosmospow, TAG Heuer etc

FREELANCE EXPERIENCE

PR & Brand communications — Sporty & Rich, Russia

September 2023 — August 2024

- Developed and executed the local PR, influencer marketing, and brand communications strategy
- Built partnerships with premium influencers, media, and cultural tastemakers to strengthen brand awareness and cultural relevance
- Led end-to-end execution of collection launch campaigns, translating global brand positioning into locally relevant activations
- Delivered immersive brand experiences including pop-ups, launch events, and retail activations, driving engagement and foot traffic
- Partnered with retail, creative, digital, and production teams to execute integrated 360° campaigns
- Managed production, agency partners, budgets, and vendor relationships, ensuring flawless execution and cost efficiency

EIM communications — KAPPA, Russia

December 2022 — September 2023

- Led the influencer and entertainment marketing campaign for a major collection launch featuring top gaming creators
- Identified, negotiated, and managed partnerships with leading Twitch and YouTube streamers aligned with the brand's target audience
- Produced branded livestreams integrated with offline launch events, creating a seamless online-to-offline consumer experience
- Amplified campaign reach through PR, influencer, and social media activations across Twitch, YouTube, Instagram, and Telegram
- Coordinated cross-functional teams, talent, agencies, and production partners to ensure successful campaign delivery

PR manager — Crypterius, Worldwide

November 2018 — April 2019

- Developed communications strategies for blockchain and crypto projects during IEO/IDO launches and fundraising campaigns
- Secured media coverage across international business, technology, and crypto publications to strengthen market credibility
- Created messaging frameworks, press materials, founder positioning, and investor communications
- Managed relationships with media, KOLs, crypto influencers, and ecosystem partners.
- Coordinated communications across marketing, legal, product, and exchange partners to support successful launches

EDUCATION

- MA(Soc) with Honours in Politics, Division I (2:1) — University of Glasgow, UK, 2015-2018
- IB Business and Management — Glasgow International College, UK, 2013-2015