

Dmytro Zubchenko

Head of Product Marketing · B2B SaaS & Sales-Tech

Kraków, Poland · Remote



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SUMMARY

B2B product marketer with 9+ years in SaaS and sales-tech. Built the brand, positioning and acquisition engine behind PitchMonster's growth from \$0 to \$2M ARR across two tenures, and won equity-free investment from the Google Startup Fund. I own positioning, messaging, launches and sales enablement end to end, and back them with hands-on analytics and attribution. Former Google Ads trainer at Cognizant for Google. Today I build AI-led marketing workflows for content generation, creative management, reporting and campaign automation, tied to CRM-to-revenue attribution.

EXPERIENCE

VUS (Великий Український Стартовер) | Partner

Apr 2026 - Present

Tech community for Ukrainians rebuilding their careers abroad: paid events in Kraków plus a closed online community.

- Built the community from scratch in 4 months: positioning, brand voice, website and paid-event funnel.
- Ran two tech mixers 10 weeks apart, with 70 and 68 attendees.
- Built the event platform (ticketing, registration, waitlist, Stripe) and the email automation behind both launches.
- Ran paid social with separate hooks for founders, developers and marketers.

PitchMonster

Feb 2022 - Jun 2023, Mar 2025 - Present

AI role-play platform where sales reps practise real conversations and companies scale sales enablement across countries.

Head of Product Marketing (part-time)

Mar 2025 - Present

- Returned to lead marketing as the company scaled: \$0 to \$2M ARR across both tenures.
- Led the website redesign, lifting booked demos 30% in the first month.
- Built an AI content engine for SEO and AI-search visibility (ChatGPT, AI Overviews): 20 pieces a month at a fraction of the cost, growing organic traffic 27%.
- Grew pipeline 143% in 6 months through growth experiments.

Head of Product Marketing (full-time)

Feb 2022 - Jun 2023

- Created PitchMonster's identity, design system and positioning from scratch.
- Built and ran the lead-gen channels that generated 700+ qualified leads across SMEs and SMBs.
- Launched on Product Hunt, finishing #9 Product of the Day, and won an extra round of equity-free investment from the Google Startup Fund.

Sales Bureau (krupkin.pro) | Head of Marketing (part-time)

Jan 2025 - Present

International sales consulting firm that builds sales departments, recruits sales teams and runs an online sales academy.

- Rebuilt the marketing function from the ground up (SEO, content, inbound): organic traffic grew 137% and company revenue 178% in my first year.
- Rebuilt lead-to-revenue attribution across Zoho CRM, Meta and Google Ads, so campaigns are judged on qualified leads and paid invoices; customer-level matching surfaced 4x more Meta-sourced revenue than deal-level tracking showed.
- Built AI-led marketing workflows with Claude Code and MCP integrations: content generation and publishing, ad creative management, automated weekly plan-vs-actual reporting, daily Google Ads search-term reviews behind rule-based safety checks, and recruiting support.
- Built the launch funnel for the academy's Head of Sales course: webinars and a paid mini-course tripwire.

Marketing Consultant (self-employed)

Jun 2023 - Present

Marketing systems, audits and growth for startups and SMBs, B2B and B2C.

- **bo3.gg**, esports analytics (Head of Marketing, contract, Jul 2023 - Feb 2024): tripled website traffic through SEO, link building and content strategy; set up ad insertions with media partners, lifting insertion CTR by 35%.
- Lead generation across inbound and outbound, analytics setup, marketing audits, GTM strategy and marketing automation.
- **Other clients:** CallPage (acquired by SaaS Labs), Certifier, Autenti, Fintellect, Hotball.ai.

Pomelody | Head of Marketing (contract)

Nov 2021 - Feb 2022

E-commerce store and mobile app: educational books and custom-made music for kids.

- Drove \$150K+ MRR through app subscriptions and performance channels.
- Rebuilt the analytics framework, implemented marketing automation and designed the loyalty system.

Gradual (became PitchMonster) | Head of Product Marketing

Oct 2021 - Jun 2023

Joined at pre-seed as one of the first employees.

- Created the brand and value proposition from scratch, grounded in customer development and competitor analysis.
- Produced sales enablement (pitch decks and sales materials for the team and founders), paid media creative and release communications.
- Ran 20+ growth experiments and launched co-marketing webinars with Lemlist, Pipedrive and others.

Bidroom | Growth Marketing Manager

Feb 2020 - Nov 2021

Subscription-based hotel booking platform.

- Led a 5-person marketing team; owned channel performance reporting, forecasts and budgets.
- Managed media buying across Google Ads, Facebook Ads and Taboola, generating 5,000+ sign-ups.
- Built the app and web tracking stack with Google Analytics, Google Tag Manager and AppsFlyer.

YSBM Group | Growth Marketing Manager (part-time)

Jan 2019 - Nov 2020

Software outsourcing and outstaffing company.

- Generated \$100K in sales pipeline in the first 2 months through automated LinkedIn outreach.
- Developed positioning, marketing strategy and the content marketing programme.

Cognizant, client: Google

Sep 2017 - Feb 2020

Search Engine Marketing Specialist & Trainer

Mar 2019 - Feb 2020

- Redesigned onboarding and training, cutting new-hire ramp time by 37%.
- Onboarded 80+ new hires; Google Ads subject-matter expert for managers and team leads.

Google Ads Optimisation Specialist

Sep 2017 - Mar 2019

- Optimised advertisers' Google Ads campaigns against short- and long-term targets and pitched new growth opportunities to clients.

Earlier experience

Co-founder, Mister SMM (social media publishing) · 2015 - 2018 · Ran three communities with 800K subscribers; added 200K followers and doubled advertising income.

Co-founder, BrainBurg game bar, Kraków · 2015 - 2018 · Served 50+ corporate clients and several thousand guests.

Senior IT Analyst, HCLTech · 2013 - 2017 · Enterprise client support.

SKILLS

Product marketing: positioning & messaging, competitive analysis, customer development, launches, sales enablement, pitch decks

Growth channels: SEO, content marketing, Google Ads, Meta Ads, LinkedIn Ads, Reddit Ads, Taboola, Outbrain, email automation, webinars & co-marketing

Analytics & attribution: GA4, Google Tag Manager, AppsFlyer, Mixpanel, Amplitude, CRM-to-revenue attribution

CRM & no-code: HubSpot, Zoho CRM, Pipedrive, User.com, Make, Zapier, Webflow, Framer

AI: AI-led workflows for content generation, creative management, reporting and campaign ops; Claude Code, MCP integrations, ChatGPT, Midjourney

EDUCATION

Andrzej Frycz Modrzewski Kraków University · Bachelor's degree · 2012 - 2015

LANGUAGES

Ukrainian (native) · English (advanced) · Polish (advanced)