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Expertise

Brand strategy

Positioning

Go-to-market

Product marketing

Creative direction

Creative operations

Marketing analytics

Marketing advisory

RUSSIAN NATIVE / ENGLISH C1

MARKETING DIRECTOR

Marketing and brand leader with 10+ years across in-house, agency and startup roles, specialising in brand strategy, positioning and go-to-market. Built in-house creative and marketing functions at VkusVill and PIK Group, and launched tech products in Asia, Latin America and Europe. Track record: 50+ campaigns at 340% average ROMI, 10+ brands launched from scratch and 8 industry awards and shortlists, including NPBK Gold for business effectiveness.

VKUSVILL

Head of Marketing Communications

One of Russia's largest food retail & delivery chains

- Built the brand marketing strategy in 6 months and have updated it every year since
- Launched **50+ campaigns** at **340% average ROMI**; built a system where marketing consistently delivers **+3-5% incremental revenue**
- Improved promotional efficiency by 41% and helped make VkusVill Russia's **#2 grocery delivery brand** by orders
- Contributed to the marketing development of the delivery mobile app and the in-store experience; developed and launched the design renovation concept for the entire store network
- Built an in-house creative and production team that produces **up to 90% of all ad creative**, and set up advertising analytics measuring the impact of every marketing activity
- Launched **10+ sub-brands**, including Kusvill: 34 SKUs, 90,000 units sold in 5 months, break-even in 6 months, covered by Forbes
- Built a creative newsmaking team that made VkusVill **#1** by media citations; turned a Counter-Strike 2 easter egg into **10.8M organic reach** with zero media spend

PIK

Creative Director

One of Europe's largest residential developers

- Built an **8-person in-house creative department** and a flexible network of production studios and agency partners
- Set up an end-to-end process for brand and product campaigns, from brief and concept to production and launch across outdoor, digital and film
- Launched **7 nationwide advertising campaigns** and delivered **110% of the sales KPI**
- Turned product advantages (smart layouts, landscaped courtyards, parks) into campaigns that sell the living environment, not just square meters

PIK.PRO

Marketing Communications Director

PIK Group's digital platform connecting construction sites with skilled workers

- Launched the brand of a complex tech product from zero: positioning, identity, website and the full user acquisition model
- Shaped the product as a product marketer to build competitive advantage; reached **5,000 DAU**, a major result for the proptech market
- Content generated **40% of leads**; 2,000+ professionals joined the communities organically; reputation management cut onboarding refusals **5x**

Awards

VKUSVILL CAMPAIGNS

NPBK
Gold, Best Marketing Campaign
(Business Effectiveness)

Bolshoy Oborot 2024
Winner, Marketing Campaign

Silver Mercury
Silver, A01 Best Strategy
FMCG Food & Drink

Silver Mercury
Bronze, F01 Best Integrated
Marketing Campaign

Red Apple
Silver, Best Integrated Campaign

Red Apple
Silver, Food & Drinks

Red Apple
Bronze, Best Sales Promotion
Campaign

E+ Awards
Shortlist, Seasonal Marketing

Education

St Petersburg State University
Journalism

IKRA
Creative Director

Netology
Digital Marketing Director

WORK EXPERIENCE

INITA
Marketing Director
AI platform for small businesses

- Defined product positioning and PMF hypotheses, and prepared the product for international launch in Latin America, Asia, the US and Europe
- Acquired the first **300,000 test users at \$0.90 CAC** through paid acquisition and creator integrations on TikTok, Instagram and X; 4M views from a viral TikTok integration

BBDO MOSCOW
Senior Copywriter
International advertising agency

- Developed campaigns, concepts, scripts, names and copy for Mercedes-Benz, PepsiCo, Lay's and other international brands

NONAME
Founder
Branding studio
[noname.ocks](#)

- Founded a branding studio working across brand strategy, naming, identity and promotional campaigns
- Launched **10+ brands** with positioning, identity and marketing strategy for markets in Russia, Asia, Latin America and Europe
- Created brand platforms and campaigns for real estate developers in Cyprus, Thailand and Russia, including **KEAN** (6 creative concepts, 8 ad creatives in 12 formats) and **LOOK** (naming, identity, 20 promotional assets)

Selected cases

01	VKUSVILL	Marketing communications at scale	p. 3
02	PIK.PRO	Launching a proptech product brand	p. 5
03	PIK	In-house creative and national campaigns	p. 7
04	INITA	International go-to-market for an AI product	p. 9
05	KEAN	Creative platform and outdoor campaign	p. 11
06	LOOK	Naming, identity and communications	p. 13

AI & creative production

Hands-on with generative AI across the full creative workflow, from concepts and copy to visuals, video and sound. I use AI tools to produce **video ads and campaign content built for conversion**, and to test creative variants quickly to find the ones that perform.

VKUSVILL

HEAD OF MARKETING COMMUNICATIONS

VkusVill is one of Russia's largest healthy food retail and delivery brands.



50+
CAMPAIGNS

340%
AVG. ROMI

8
AWARDS &
SHORTLISTS

WHAT I BUILT

Built the brand marketing strategy in 6 months and have updated it every year since. Set up an in-house creative and production team making **up to 90% of all ad creative**, advertising analytics and a creative newsmaking team. Developed the design renovation concept for the entire store network.

WHAT I DELIVERED

Launched **50+ campaigns** averaging **340% ROMI**; marketing consistently delivers **+3-5% incremental revenue**. Improved promotional efficiency by **41%** and helped make VkusVill Russia's **#2 grocery delivery brand by orders**. Launched **10+ sub-brands** and earned **8 awards and shortlists**, including NPBK Gold, Silver Mercury and Red Apple.

MORE WORK & CHANNEL

VKUSVILL CASES: [EGORKALINO.COM/VKUSVILL](https://egorkalino.com/vkusvill)

Portfolio case studies and campaign work

TELEGRAM CHANNEL: [T.ME/DUMAIDALSHE](https://t.me/dumaidalshe)

I run a channel about creative work at VkusVill

SELECTED PRESS & INTERVIEWS

PRESSFEED / HOW WE ATTRACT CUSTOMERS

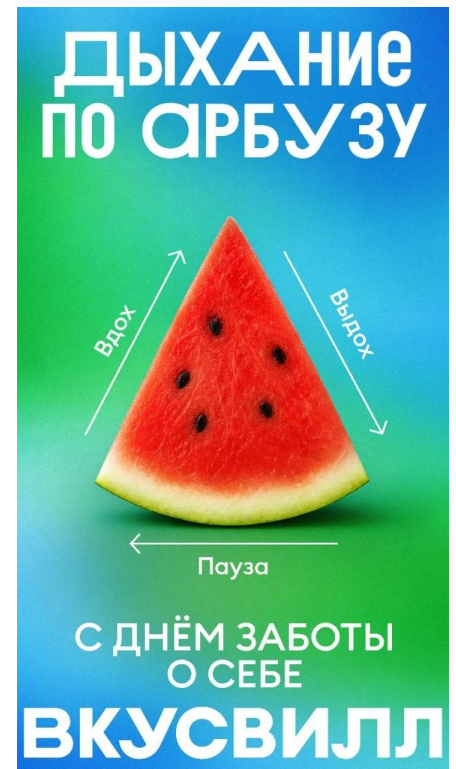
SOSTAV / WHO COOKED THIS?

ADINDEX / VKUSVILL RAPS ABOUT COURIERS

SETTERS / NEW YEAR CAMPAIGN

VKUSVILL — SELECTED WORK

CAMPAIGN SYSTEMS / PRODUCT STORIES / CULTURE-LED IMAGERY



PIK.PRO

MARKETING COMMUNICATIONS DIRECTOR

A digital labor platform by PIK Group connecting construction sites directly with skilled workers through a mobile app.



WHAT I BUILT

Launched the brand of a complex tech product from zero: positioning, brand platform, visual identity, website, promotional toolkit and the full user acquisition model. Worked as a product marketer to shape the product and build a competitive advantage.

WHAT I DELIVERED

Reached **5,000 daily active construction professionals**. Content generated **40% of leads**; **2,000+ professionals** joined the communities organically and the channels produced **50+ daily inquiries**. Reputation work reduced onboarding refusals caused by negative reviews by **5x**.

FULL CASE & KEY FILM

FULL CASE: [EGORKALINO.COM/PIKPRO](https://egorkalino.com/pikpro)

Strategy, identity, communications and results

FILM: [ONE DAY WORKING WITH PIK.PRO](#)

Real product experience from a worker's perspective

EXTERNAL SOURCES & COVERAGE

[PIK GROUP](#) / [COMPANY BACKGROUND](#)

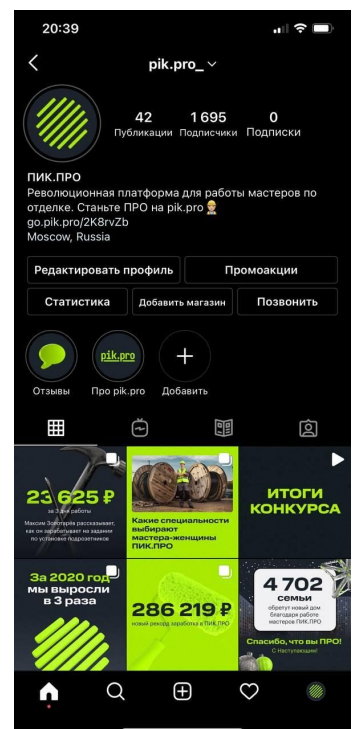
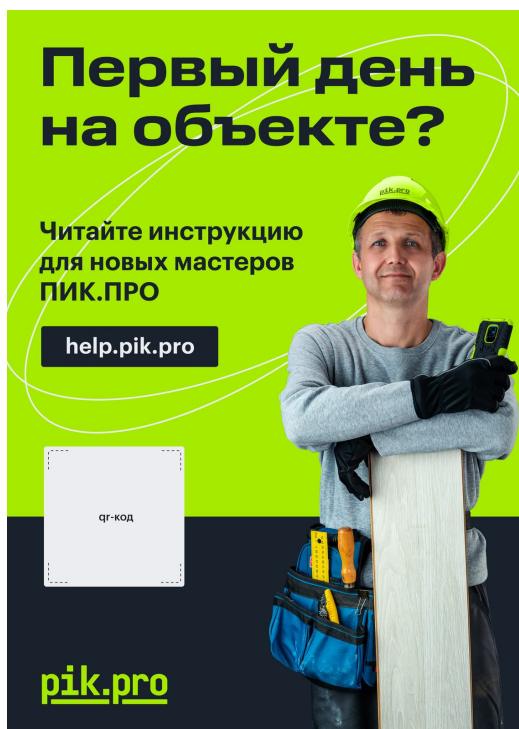
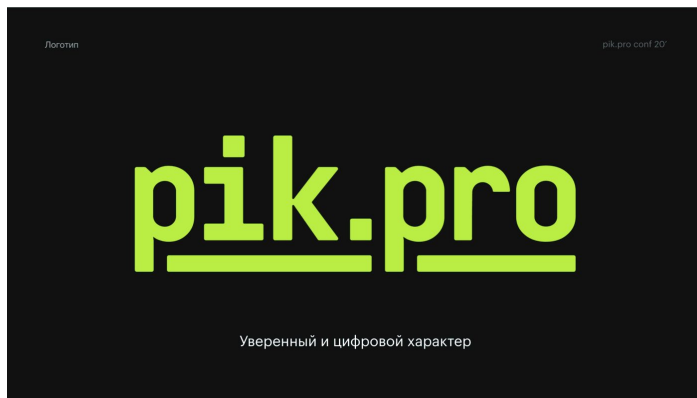
[MASTERGRAD](#) / [WORKER DISCUSSION](#)

[YOUTUBE](#) / [INDEPENDENT FIELD TEST](#)

[PIK.PRO](#) / [OFFICIAL MASTER LECTURE](#)

PIK.PRO — SELECTED WORK

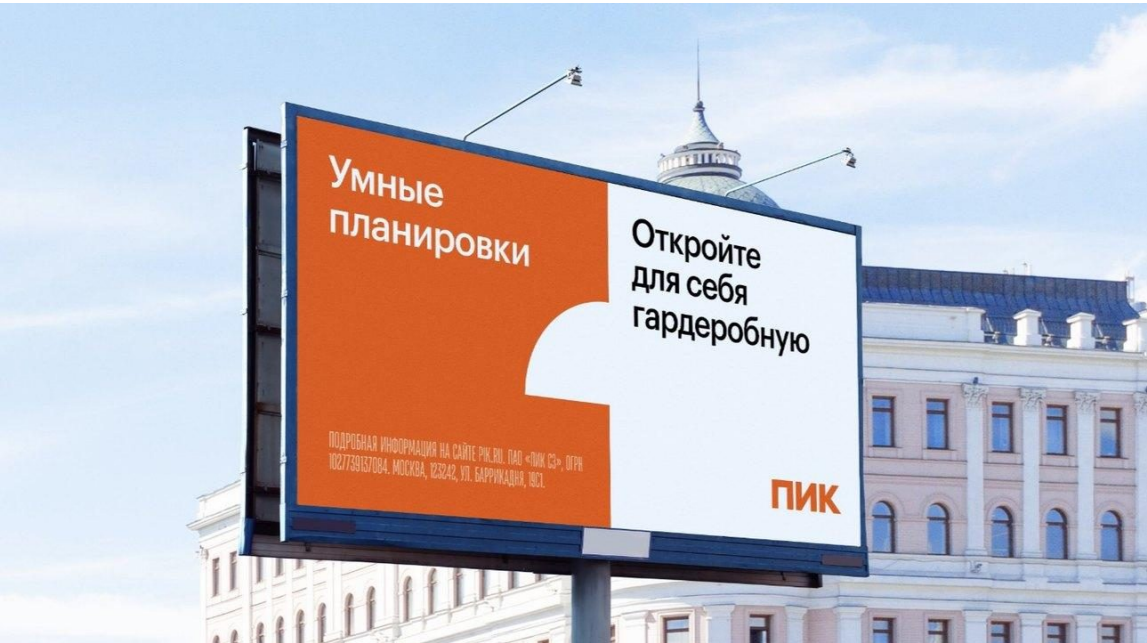
BRAND SYSTEM / DIGITAL PRODUCT / CONTENT



PIK

CREATIVE DIRECTOR

PIK is one of Europe's largest residential developers, creating housing and the urban environment around it.



7

NATIONWIDE
CAMPAIGNS

8

IN-HOUSE
CREATIVE TEAM

110%

OF SALES KPI

WHAT I BUILT

Built an **8-person in-house creative department** and a flexible network of production and agency partners. Created a working system for developing brand and product campaigns across outdoor, digital and film.

WHAT I DELIVERED

Launched **7 nationwide advertising campaigns** and delivered **110% of the sales KPI**. Turned product features such as smart layouts, landscaped courtyards and parks into clear visual stories. Developed context-aware outdoor formats and films that presented the living environment as part of the product.

FULL CASE & KEY FILM

FULL CASE: [EGORKALINO.COM/PIK](https://egorkalino.com/pik)

Outdoor campaigns, films and creative direction

FILM: [PARKS INSTEAD OF PARKING](#)

A cinematic tour of PIK courtyards and parks

SELECTED SOURCES & COVERAGE

[PIK GROUP](#) / [ENGLISH WIKIPEDIA](#)

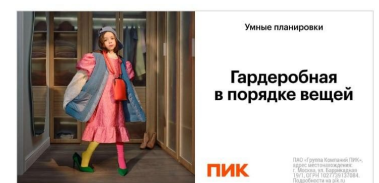
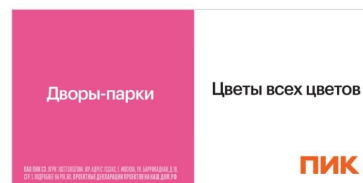
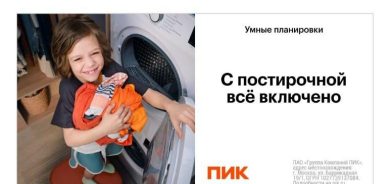
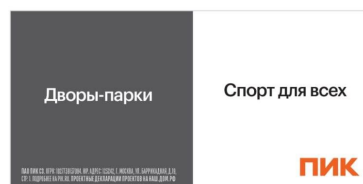
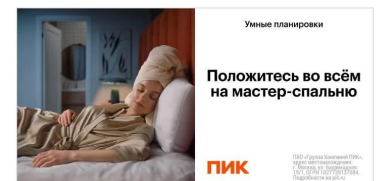
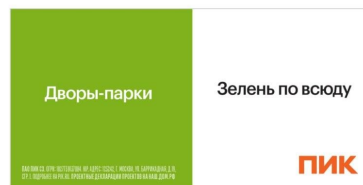
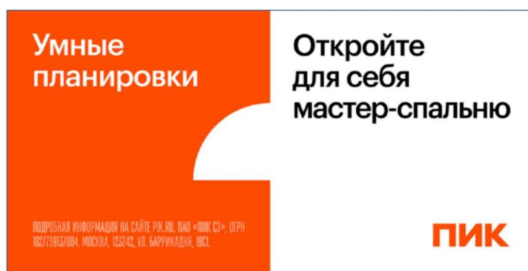
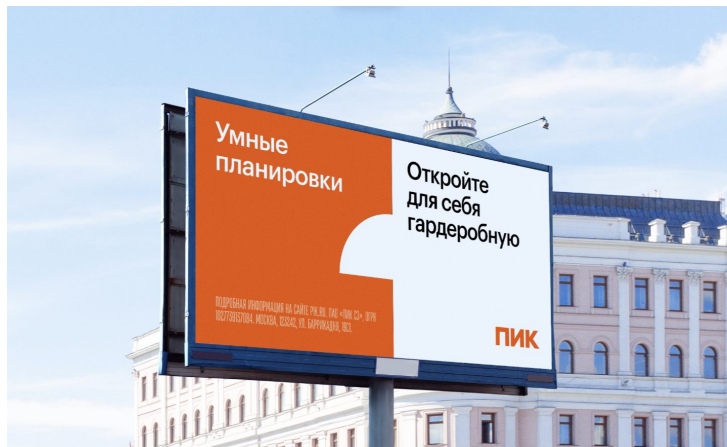
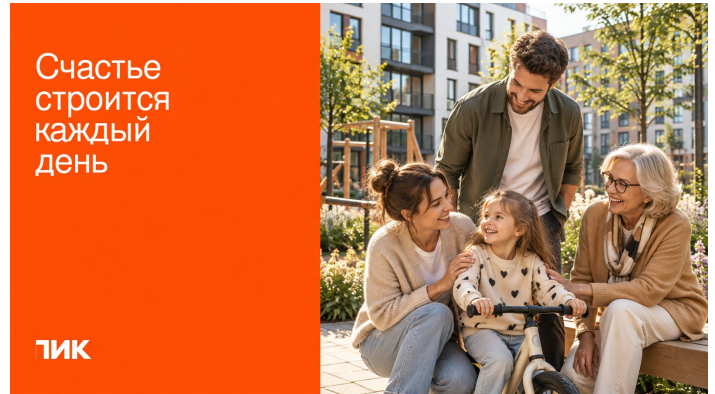
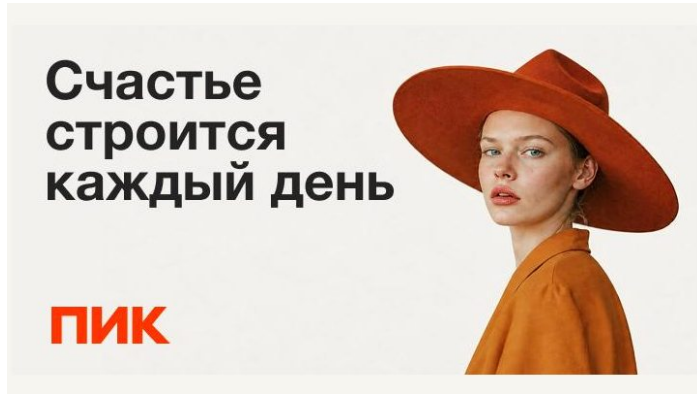
[PIK.RU](#) / [OFFICIAL WEBSITE](#)

[SOSTAV](#) / [BUILDING WINDOWS BILLBOARD](#)

[VIMEO](#) / [CAMPAIGN FILMS](#)

PIK — SELECTED WORK

OUTDOOR / FILM / BRAND CAMPAIGNS



INITA

MARKETING DIRECTOR / INTERNATIONAL PRODUCT LAUNCH

An AI-driven platform helping small businesses launch, market and grow — tested across four international markets.



**Start your
private practice
in 1 minute**

tailor-made website
for psychologists

online booking

online payments

300K
TEST USERS

4M
TIKTOK VIEWS

\$0.90
CAC

WHAT I BUILT

Defined the product positioning and product-market-fit hypothesis. Recruited a closed beta audience, built the landing page and developed an advertising toolkit adapted for Latin America, Asia, the US and Europe.

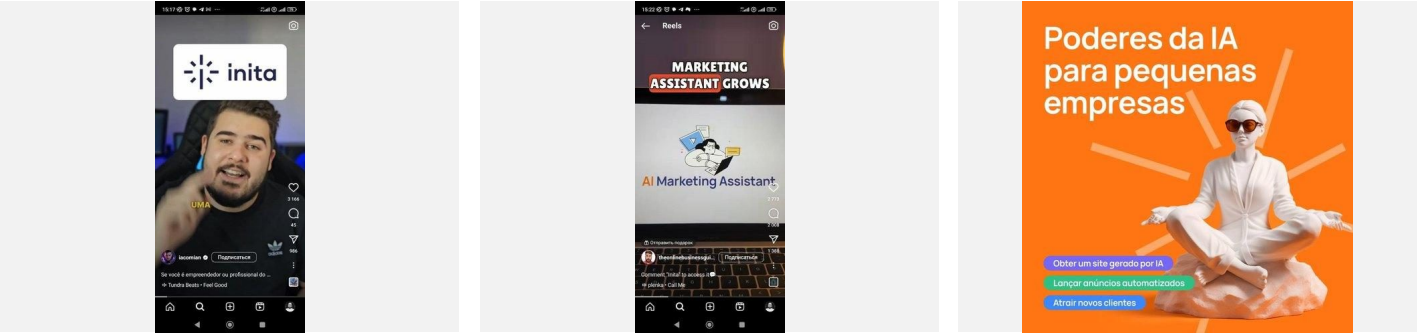
WHAT I DELIVERED

Launched paid acquisition and creator integrations across TikTok, Instagram and X. Acquired the **first 300,000 test users**, with **4M views** from a viral TikTok integration and a **\$0.90 cost per acquired user**.

GO-TO-MARKET SYSTEM

FULL CASE: [EGORKALINO.COM/INITA](https://egorkalino.com/inita)

Positioning, market testing, content and acquisition



INITA — SMALL BUSINESS. BIG POTENTIAL.

FOUR BUSINESSES / ONE FLEXIBLE CREATIVE SYSTEM

 inita

Your small business gets a big AI advantage.



 inita

Your small business gets a big AI boost.



 inita

Your small business gets big AI ideas.



 inita

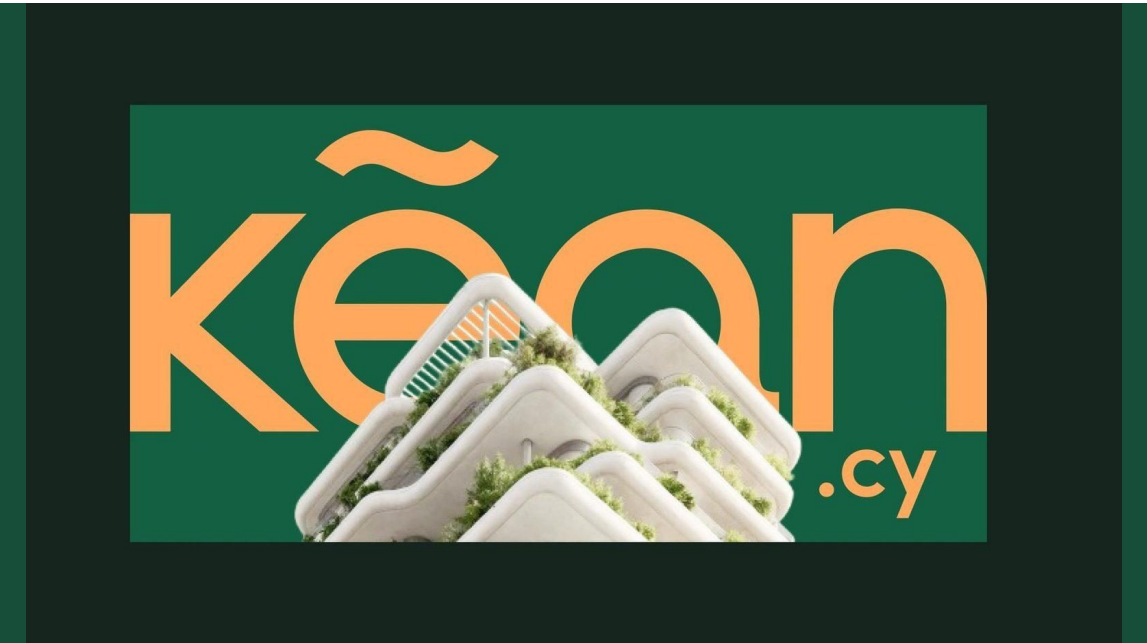
Your small business gets big AI-driven results.



KEAN

CREATIVE PLATFORM & OUTDOOR CAMPAIGN

A flagship BBF residential quarter in Limassol combining expressive bionic architecture, a central location, the seafront and the city's largest park.



6

CREATIVE CONCEPTS

8

AD CREATIVES

12

AD FORMATS

WHAT I BUILT

Developed **6 creative concepts** for BBF's flagship project. Built a flexible visual system around the architecture, the KEAN name and the line **The One to Look Up To**.

WHAT I DELIVERED

Translated the project's rare combination of benefits - city center, seafront and park - into a coherent outdoor campaign. Prepared **8 advertising creatives** adapted for **12 production-ready formats**.

CAMPAIGN PLATFORM

FULL CASE: [NONAME.ROCKS/KEAN](#)

Creative concepts, outdoor system and adaptations

STUDIO: [NONAME.ROCKS](#)

Brand, identity and creative for promotion

CAMPAIGN LINES

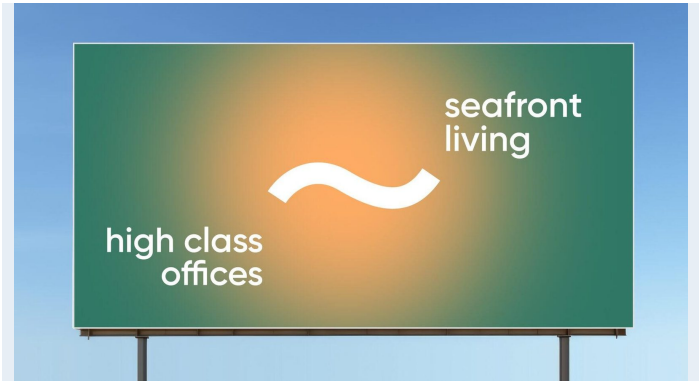
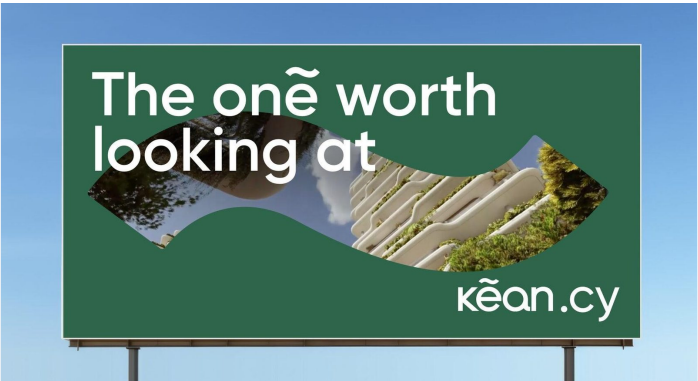
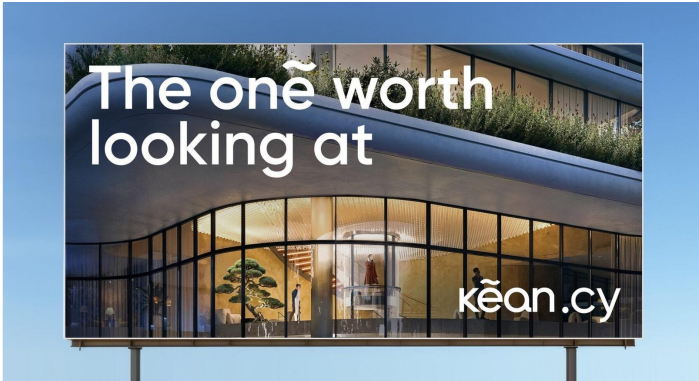
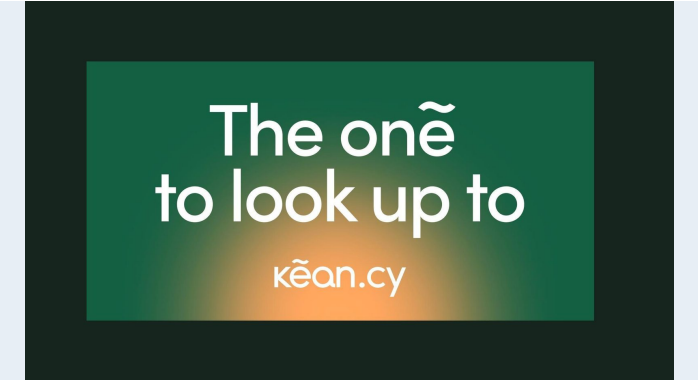
THE ONE TO LOOK UP TO

THE ONE. NOT FOR EVERYONE.

THE NEW FACE OF LIMASSOL

KEAN — SELECTED WORK

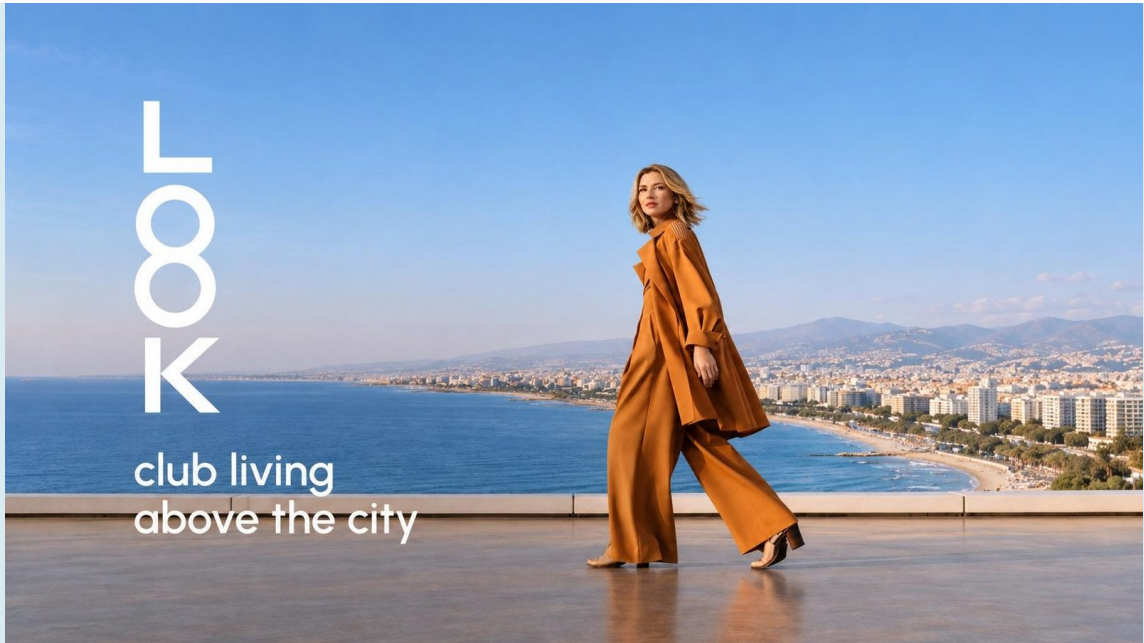
BIONIC ARCHITECTURE / OUTDOOR / PLACE POSITIONING



LOOK

NAMING, BRAND IDENTITY & COMMUNICATIONS

A boutique Art Residence development of just eight apartments, set above Limassol with panoramic views across the city and the sea.



1

PROJECT NAME

3

BRANDING OPTIONS

20

PROMOTIONAL ASSET

WHAT I BUILT

Created the name **LOOK** from the project's defining advantage: its panoramic outlook over Limassol and the sea. Developed **3 branding directions**, including the vertical logo and the line **A Higher Class of Living**.

WHAT I DELIVERED

Turned the selected direction into a complete communication system and produced **20 promotional assets** across editorial, digital and outdoor formats. Built an understated visual language around perspective, privacy and a distinctive way of seeing life.

BRAND SYSTEM

FULL CASE: [NONAME.ROCKS/LOOK](#)

Naming, identity and campaign applications

STUDIO: [NONAME.ROCKS](#)

Brand, identity and creative for promotion

POSITIONING & CAMPAIGN LANGUAGE

A HIGHER CLASS OF LIVING

CLUB LIVING ABOVE THE CITY

WHAT A VIEW: SKY AND SEA

LOOK — SELECTED WORK

IDENTITY / EDITORIAL / OUTDOOR COMMUNICATIONS

