

Anna Belousova

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Work experience

October 2021 – till
now

Mastercard EEMEA Manager, Product Management, Loyalty – Cardholder Services

Regional Product Manager for UHNW, HNW, and Affluent segments in the Lifestyle category
(60+ markets – EEMEA) – Jan'24 till now

Key responsibilities:

- **Product development:** HNW product development that included benefits scoping, vendors contracting, pricing negotiation, and benefits enablement; portfolio growth ~60% in Y1
- **Vendors management:** instant management of 9+ UHNW / HNW service providers. Delivery of additional locations and services such as Meet & Greet Uplift, Car transfer, HNW Flexible lifestyle membership in less than 6 months
- **Digital platforms:** management of the Lifestyle platform enhancements for Affluent portfolios
- **RFP management:** revisit all current deals with a total saving of ~30% in Y1
- **Marketing campaigns:** marketing campaign planning and preparation (both external & internal issuer's channels) for 2+ mln cardholders
- **Operational excellence:** introduction of benefits utilization reporting for highly-utilized benefits, financial performance optimization by changing the cost model (15%-30%),

Regional Product Manager for Digital Presentment Loyalty Solutions (60+ markets – EEMEA) –
Mar'23 – Jul'24

Key responsibilities:

- **Product development:** new product launch strategy – B2B sales, personas, pricing proposals, product roadmap (technical features development), go-to-market (identification of key markets for wave 1, 2, and 3 launches), legal and data privacy reviews management, contracts management
Key achievements: in 6 months secured 3 deals with the issuers + 2 market-wide launches in Qatar & Bahrain
- **New services:** set up of behavior-based benefits model in the region
- **External vendors management:** pricing negotiation, product briefings, contracting, relationship management
- **Operational excellence:** financial performance optimization, benefits enablement process built with technical and operation teams, accounting and reporting improvement
- **Additional:** managed Insurance benefits across all the region Jan-Jul'24, including complaint management, financial reporting, consumer pay model scoping, TCs review, and new markets enablement.
End-year results mark: results exceeded

Associate Managing Consultant, Marketing Services

Regional Senior Consultant for Marketing and Strategy projects (60+ markets – EEMEA) –
October'21 till March'23

Key responsibilities:

- **Strategy:** Go-to-market strategy (new B2C financial products launch), lifecycle management strategy, branding strategy, media strategy (ATL & BTL), digital acquisition strategy, benchmarking, marketing analytics, CJM for new product launch, personas, EMOB strategy
- **Portfolio optimization:** segment-based campaign strategy, ATM2POS campaign, total GDV growth strategy, increase in the number of active clients
- **Digital channels:** market-wide media campaigns with merchants (B2C and B2B), acquisition campaign for SME - creative management, creation of the landing page, digital marketing

analytics & campaign performance tracking, internal documentation support

- **Platforms management:** Flybits Experience Engine (personalized experience in the mobile channel), Dynamic Yield (omnichannel personalization), Test & Learn (A/B test and campaign measurement)
- **Project Management:** Governance of marketing consulting and strategy consulting projects: financial management, procurement & invoicing, business case calculation, analytics, and insights
- **Countries covered during the projects:** KSA, Jordan, Lebanon, Kuwait, Nigeria, Pakistan, UK, Denmark, Kazakhstan, Georgia, Russia

End-year results mark: results exceeded

February 2021 —
October 2021
9 months

REDMADROBOT

Marketing Lead – Russia & CIS

Key responsibilities:

- Support the launch of new digital services, products, and brands on the market
- Launch of 5 services (micro-companies) with a seamless go-to-marketing strategy delivered by dedicated Marketing managers
- Building frameworks for optimization of new product and service launches including the communication strategy, go-to-market strategy, and performance plans
- People management and mentoring of 8 members of the marketing team
- Management of 35 internal stakeholders and management of the approval process of the budget
- Building product owner competence for digital product creation and management

August 2018 —
November 2020
2 years 4 months

IBM iX

Lead of Marketing consulting projects, IBM iX CEE

Key responsibilities:

Building of Adobe Marketing Platforms Practice on CEE Market:

- Team-leading of pre-sales teams with multiple roles, including marketing consultants, designers, architects, and developers
- Building strong relations with the Adobe team from scratch on CEE Market and adding IBM Easter Europe/Asia office to the official list of Adobe Platinum partners
- Leading of go-to-market activation promoting Adobe Experience Cloud products
- Preparation of client's pitches, RFI/RFP documents, demo, and reference calls
- Planning the project's budgets and team staffing, business cases, and defending projects cases at the Global level
- Skills proofing in the technological landscape, including knowledge of databases, data marts, and different components integration

External & Internal Sales and Marketing activities:

- Building 360 degrees view of the IBM iX brand for RCIS and CEE markets
- Budget planning and work with local and international suppliers
- IBM iX CEE go-to-market strategy preparation and launch in digital channels
- Preparation and launch of e-mail communications and landing pages using Tilda, Acoustic, and Adobe Campaign Standard tools
- End-to-end preparation of the internal and external events, including the organization of an international event - DevDay in Baku (350+ people)

Countries covered during the projects: Azerbaijan, Kazakhstan, Czech Republic, Poland, Romania, Baltics, Russia

August 2017 —
August 2018
1 year 1 month

VTB Capital

Internal Marketing Specialist (desktop publishing)

I worked as an analyst for the Investment banking team supporting the preparation of analytic decks, research, and data visualization. I also supported VTB rebranding for the Investment banking team providing a seamless transition experience and training

October 2016 —
August 2017
11 months

KPMG

Visual Aids Team Lead

Key responsibilities:

- Design presentations for internal and external clients in KPMG's brand identity
- Internal and external reports in MS Word and MS Excel
- Brand identity for specific projects
- Brand training for new joiners

October 2013 —
January 2016
2 years 4 months

Plekhanov Russian Economic University

Event Coordinator

Supported the development of leadership skills of the students by being the Head of the Cultural community and doing non-commercial events. I delivered 15+ regional events, accounted for budgets, and looked for sponsors.

Education

2019

Plekhanov Russian Economic University, Moscow

Master's degree: Marketing, Brand management of luxury goods and services

2017

Plekhanov Russian Economic University, Moscow

Bachelor's degree: Marketing, Management