

# Anatolii Kapustin

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## Digital Marketing manager

With over 8 years in digital PR, I've elevated brand visibility for top industry leaders. At Yango, I mitigated potential losses, reducing business disruptions by 70% in 3 months. Additionally, my expertise contributed to a 20% annual cost saving. Through data-driven strategies, I consistently achieve strong ROI and market engagement.

## WORK EXPERIENCE

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### Marketing Consultant

04/2025 - 04/2026

Brought on as an external advisor to support Yandex with launching and optimizing AI-driven products in Turkey.

Got 1 position on TR Appstore

Provided strategic marketing expertise as an individual contributor and consultant for go-to-market, market fit and user acquisition for key AI solutions.

Advised on localizing products for the Turkish market, including partnership and guerrilla marketing approaches tailored to local consumer needs.

Developed and tested influencer collaboration strategies, leveraging local and regional creators to boost product visibility and engagement.

Designed market adaptation playbooks for language/AI offerings, ensuring competitive fit and rapid validation.

Supported cross-functional teams on campaign execution, creative positioning and best practices for growth in emerging AI spheres.

Successfully bridged strategy and execution between Russian and Turkish teams, ensuring product launch and growth met both global and local requirements.

Utilized English as main working language for stakeholder and partner communication; collaborated with international design, BI, and product owners.

**Yandex Turkie**

**Writer, AI Researcher, NPO Consultant**

Took a focused career sabbatical to recharge, deepen expertise, and explore new directions in tech, business, and creativity.

Authored a book on digital acceleration, new media, and public speaking (in progress; shared practical chapters on my blog).

Researched the intersection of artificial intelligence and marketing, leveraging emerging AI tools for go-to-market strategies, analytics, and content creation.

Consulted for non-profit organizations and early-stage projects, helping them launch new digital initiatives and boost brand awareness with limited resources.

Shared insights through thought leadership posts, blog content (100,000+ subs), and public community engagement.

Explored new skills: prompt engineering, ethical AI use, and digital storytelling.

This period crystalized my interest in AI-driven consumer growth and heightened my passion for breakthrough launches and cross-sector collaborations.

Explored emerging trends in global digital/AI marketing and built a professional network in EMEA and US markets.

## **Sabbatical**

### **Lead Digital Marketing Manager** • Full-time

04/2022 - 05/2024

#### **Yango**

Yango is an international wing of Yandex go - top 1 ride-hailing app in CIS

- Spearheaded the introduction of electric scooters in Kazakhstan, successfully achieving the seasonal targets set for the project. With a significant digital outreach of over 1 million views, this initiative ranked as one of Yango's top-3 product launches in Kazakhstan. Through targeted PR strategies and stakeholder consultations, I effectively shifted public opinion, reducing negative feedback to a mere 20% compared to the typical 60% in similar campaigns.
- Developed and rolled out an influencer collaboration strategy in Dubai, partnering with leading bloggers and optimizing platforms for maximum brand exposure. This initiative secured a notable 2 million views monthly. Thanks to skillful negotiations and alliances, our campaign costs were 5.5 times more economical than the standard market price of 52,000 dirhams. This strategic move contributed significantly to the daily rides' increase in our service
- Implemented a crisis system in 15 countries, reducing response times to 15 minutes and achieving 20% annual budget savings, enhancing operational efficiency and local strategies
- Led e-scooters launch in CIS, meeting seasonal targets (KPIs) with over 2 million views in 1 month (top-3 in Yango's Kz product launches) Reduced negative feedback to 20%
- Launched influencer collaboration strategy in UAE, reach 2 million monthly views. Achieved 5.5 times cost savings compared to the market rate. Contributed to increased daily rides.
- Designed and introduced crisis system across 15 countries, cut response to 15 min. Saved 20% of the department's annual budget.

### **Key partners relationship manager**

03/2018 - 03/2021

#### **Picturer**

independent advertising agency

- Established and led a department for key partner collaborations. Led a team of 5 professionals.
- Through strategic initiatives and effective relationship management, achieved a 500% revenue increase in a first year

## CERTIFICATIONS

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### **Data-based Product management Simulator**

11/2018 - 02/2019

Go Practice

## PROJECTS

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### **Twitter**

09/2009 - Present

X.com

Managed personal Twitter for over a decade, with 96K followers and 20 million monthly organic reach. Used it to secure promotional opportunities at competitive rates and offer valuable PR insights.

[https://x.com/a\\_kapustin](https://x.com/a_kapustin)

### **New masculinity, The Book**

01/2021 - 08/2021

Eksmo

Authored a book on 'New Masculinity' addressing evolving gender roles and perceptions. Quickly embraced by a leading Russian publisher, with the first print run of 3,000 copies selling out within a month, highlighting its relevance and my commitment to diversity matters.

### **Who is he and why is he needed, Clubhouse room**

02/2021 - 06/2021

Pioneered a top interview community on Clubhouse, hosting 50+ sessions with leading internet figures, reaching an audience of over 150 million. Recognized by The Bell magazine as Clubhouse's top Russian moderator, showcasing my ability to leverage new platforms for strong brand presence and growth PR

## VOLUNTEERING & LEADERSHIP

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### **Union of Journalists**

01/2019 - Present

lecturer

Delivered 20+ pro bono lectures on viral mechanics to aspiring journalists and students. One student secured his dream job after a lecture, and another achieved a five-fold increase in online community engagement due to my insights.

## SKILLS

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Blogging, Brand Positioning, Business Insights, Coping, Crisis Communications, Digital Marketing, Digital Strategy, Guerrilla Marketing, Influencer Marketing, Marketing Strategy, Mathematics, Mathmech, Online PR, Positioning (Marketing), Presentations, Project Management, Public Relations, Social Media Marketing, Technical Marketing, Viral Marketing