

MARYNA ZAHORII

AI Marketing Specialist | Marketing Operations | Growth Marketing | AI Automation

Gatineau, Quebec, Canada | Remote
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PROFESSIONAL SUMMARY

AI Marketing Specialist with 15+ years of experience across B2B, SaaS, managed IT, cybersecurity, mobile applications, renewable energy, and small business markets. Builds end-to-end marketing systems that combine strategy, websites, AI-powered content, automation, analytics, lead generation, and conversion optimization. Hands-on experience with HubSpot, Make, n8n, GA4, Google Tag Manager, Search Console, Meta Pixel, payment-enabled websites, and AI production tools. Delivered measurable results including +532% Instagram interactions, +170% reach, +78% Facebook engagement, +50% lead generation, and +38% user retention.

CORE COMPETENCIES

AI Marketing Strategy | Marketing Operations | Growth Marketing | Demand Generation | GTM Strategy | Product Positioning | Website Development | Landing Pages | Marketing Automation | CRM | Content Strategy | AI Video Production | Marketing Analytics | Conversion Rate Optimization | SEO | Lead Generation | Project Management | Stakeholder Management

TECHNOLOGY

AI & Research: ChatGPT, Claude, Gemini, Grok, Kimi, DeepSeek, Perplexity, NotebookLM, Claude Code, Codex

Automation & CRM: n8n, Make, HubSpot, WhatsApp and Telegram automations

Analytics & Tracking: Google Analytics 4, Google Tag Manager, Google Search Console, Meta Pixel

Web & Design: Payment-enabled websites, Canva, Figma

AI Video & Visual: HeyGen, Higgsfield, Midjourney, Kling

PROFESSIONAL EXPERIENCE

Marketing Consultant & AI Content Strategist | Self-Employed

Ottawa, Ontario, Canada (Remote) | Apr 2024 - Present

- Design and deliver AI-powered marketing systems for startups and small businesses, combining strategy, websites, content, automation, analytics, and launch planning.
- Build responsive websites and online storefronts with payment integrations, conversion-focused structure, and tracking infrastructure.
- Configure GA4, Google Tag Manager, Google Search Console, Meta Pixel, and performance reporting.
- Create automation workflows in Make and n8n, including WhatsApp, Telegram, CRM, lead-routing, and content-production processes.
- Produce AI-assisted video, visual, and social content using HeyGen, Higgsfield, Midjourney, Canva, Figma, and leading language models.
- Develop business plans, marketing plans, launch roadmaps, and content systems for service and product-based businesses.
- Increased Instagram interactions by 532%, reach by 170%, views by 165%, Facebook engagement by 78%, and watch time by 50% through organic AI-assisted campaigns.
- Manage multiple projects simultaneously from discovery and planning through implementation and measurement.

Marketing Manager | CapitalTek

Ottawa, Ontario, Canada | Sep 2023 - Apr 2024

- Led a company-wide rebrand for a managed IT and cybersecurity provider, including positioning, messaging, value propositions, visual identity, website redesign, and go-to-market strategy.

- Increased lead generation by 50% through targeted multi-channel campaigns, improved lead qualification, and SDR coaching.
- Optimized website UX, SEO, conversion paths, and service positioning in collaboration with developers and designers.
- Trained the SDR team on HubSpot CRM, appointment booking, lead qualification, and pipeline management.
- Managed vendors, marketing budgets, webinars, and cross-functional initiatives supporting customer acquisition.

Applications Analyst | PocketBook International

Kyiv, Ukraine | Feb 2019 - Aug 2023

- Analyzed user feedback and behaviour for a reading application with 5M+ downloads to identify product, UX, and retention opportunities.
- Improved Google Play rating from 4.4 to 4.6 through structured review analysis and product recommendations.
- Increased user retention by 38%, reduced churn by 26%, and grew DAU/MAU by 28% through data-driven feature improvements.
- Coordinated product, development, marketing, and UX teams using Jira, Confluence, Figma, and Miro.

CEO & Co-Founder | My Energy Freedom

Ukraine | Feb 2017 - Jan 2019

- Founded and scaled a solar energy company from zero, developing the business model, marketing strategy, sales process, and customer acquisition system.
- Sold 14 solar stations representing approximately 400 kW in the first year and achieved 55% ROI within 12 months.
- Built and managed sales and technical teams, customer support operations, and a Green Tariff client program.

Head of Sales Offices | Apifitopharm

Ukraine | May 2012 - Sep 2016

- Managed and restructured regional sales offices, teams, reporting, logistics, and performance processes.
- Reduced fuel and delivery costs by 20% and improved financial transparency through structured reporting.

SELECTED PORTFOLIO PROJECTS

- Built and launched the digital sales system for a Georgian restaurant in Ottawa, including the website, online ordering, payment integration, automations, and a bank-ready business plan.
 - The system is live and actively generating customer orders; responsibilities included business planning, website development, payment setup, analytics, automation, and launch support.
 - Managed social media and created a professional client and designer portfolio for an established upholstery company in Ottawa, strengthening its visual presentation and sales materials.
 - Additional business launch projects in development: landscaping, specialty cakes and desserts, and auto detailing.
- Portfolio: manazari.com, content.manazari.com, and tuta-ottawa.com.

VOLUNTEER EXPERIENCE

Digital Mentor | Connected Canadians

Ottawa, Ontario, Canada | Jun 2025 - Sep 2025

- Provide one-on-one digital literacy support to older adults across devices, software, and online services.
- Work under nonprofit confidentiality, accessibility, and police background-check requirements.

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor's Degree in Marketing

Diploma in Accounting & Finance

Life Coaching Certificate - ICF-Accredited Program, Erickson International

LANGUAGES

English | Ukrainian | Russian