

# HARALDS GABRANS ZUKOVS

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*"Haralds has a strong understanding of how B2B tactics can be formed into a clear long-term strategy. He is very good at cutting through the noise and focusing on the things that matter. "*

*- David Blinov CEO, The F Company*

Hands-on, resourceful, and results-driven marketer with 14+ years of experience leading the development and execution of revenue-driving marketing strategies for international markets. Proven track record of building an international and diverse marketing teams from a scratch, **increasing client acquisition by up to 1000%, increasing bottom line revenue by 100% in 1 year and boosting conversion rate by up to 200%**. Possess strong leadership and decision-making skills to guide, coach, and inspire a marketing and sales team to meet brand and revenue objectives. Equipped with outstanding communication skills (English) to communicate with all levels of the organisation, establish partnerships, and build strong relationships with key stakeholders and counterparts. Adept at leveraging quantitative skills to interpret data and take informed actions and forecasts for demand generation and capturing. Has worked with 200+ tools, pro at setting up tracking and moving departments to data based decisions.

## Publications

Podcasts:

1. [Scaling across borders](#)
2. [Advantages of small marketing content team](#)
3. [How to understand your customer and target them](#)

Articles:

1. [Starting full-cycle marketing](#)
2. [LinkedIn ads best practices](#)
3. [Aligning marketing and sales \(Top 3 Hackernoon article of 2023 \(9000 Reads in 3 months\)\)](#)
4. [BBC Comment - working from home tips](#)

## KEY SKILLS

Demand Generation and Capture | B2B and B2C | PLG, SLG & MLG | Cross-Channel & Integrated Marketing  
Sales and Lifecycles | Content marketing Strategy | Brand and Messaging | Performance Marketing | Strong Presentation Skills  
PPC | Landing Pages Optimisation | Email Marketing | Growth Marketing | 200+ Tools (including AI) | USA | EMEA | APAC

## PROFESSIONAL EXPERIENCE

**Mindgard • London, UK (Cybersecurity, Startup B2B, SaaS/Platform - Seed, Series A)**

**Head of Growth**

**Dec 2023 - Present**

[Mindgard](#) is a UK based Cybersecurity for AI company with 7 PhD experts that are building protected future.

One of the first hires at a rapidly growing cybersecurity for AI startup. Building marketing department from scratch as a sole Head of Growth.

Responsible for developing and executing all marketing strategies to drive revenue, demand generation, and user acquisition. Report directly to the CEO and CRO.

- Established thought leadership through high-impact media placements **reaching tens of millions of people** per month across top-tier outlets. (The Next Web, Yahoo Finance, Sifted, and top Cybersecurity media outlets (6 of top 12 outlets in the world) etc.) with no paid articles
- Leading SLG and PLG motions to generate **BIG increase in users and 4900%+ increase in potential clients** in the first months of launch. **We exceeded our user target goal by 300%**.
- **Increased website traffic by over 5,000%** through strategic SEO, content marketing, and digital advertising initiatives.
- Deployed innovative advertising tactics that generated an **increase in user base and new community members**.
- Restructured and redesigned company website, improving user experience and conversions.
- Led community building efforts that **expanded the community base by 260%**.
- Spearheaded event support and marketing for conferences worldwide (**20+ conferences and speaking spots around the world**).
- Using various ad platforms to **drive brand awareness, engagement and registrations**

- Created comprehensive **multi-year roadmaps and budgets** for content, marketing, and growth initiatives.
- Hiring and team building as the first marketing hire.
- Setting up tools, processes, and tracking across product, development, and marketing functions.

## Credolab • London, UK and Singapore (Fintech, B2B, Platform - Series A to Series B)

### Marketing Director

Mar 2022 - Dec 2023

[Credolab](#) is an international behavioural data company for risk, fraud, and marketing insights with 60+ employees.

Responsible for heading the delivery of a marketing department to increase the revenue, drive demand generation and reduce cost per customer. Report to CEO, supervise 9 outsourced staff and 5 in-house staff, and maintain a marketing budget.

- Scale and optimise digital marketing channels; switch marketing approach from a campaign-based to demand generation; test and analyse marketing experiments to identify what's working and improve key metrics; enhanced the ad setup and increased MQL and SQL while **reducing cost per lead by up to 85%**
- Designed and executed a full-scale digitalisation and automation strategy for sales and marketing processes, streamlining efficiency and productivity
- Successfully launched a new website from scratch in just 8 weeks, resulting in a **40% increase in conversion rate and up to 20% boost in revenue**
- Expertly set up HubSpot CRM, workflows and sales sequences, contributing to an **efficiency increase by up to 30%**
- **Achieved 100% quarterly** and yearly revenue increase
- Demonstrated exceptional leadership skills and **expanded the marketing team from 2 to 5 members**
- Fostered strong communication and relationships with stakeholders, ensuring alignment and collaboration across teams
- Consistently delivered insightful analytics and data reports to inform data-driven decision-making
- Spearheaded the launch of new products and developed effective go-to-market strategies
- Promoted behavioural analytics for fraud, risk, and marketing across multiple regions, including Asia, Africa, South America, North America, Europe
- Achieved a **30% increase in email open rates** and a **500% improvement in click-through rates (CTR)**
- **Enhanced demand capturing success rate by 300%**
- Significantly optimised LinkedIn campaigns, **decreasing cost per lead by up to 10 times**
- Event management and event marketing

## Hyve Group • London, UK (Events Tech, B2B, Platform - Enterprise)

### Head of Marketing (Curated Meetings SAF Team)

Jul 2021 - Nov 2021

[Hyve Group](#) is an international event services company with annual revenue of £105M+ and 1,000+ employees.

Responsible for heading the delivery of a marketing transformation programme to increase efficiency while reducing PPC and email marketing costs. Report to Vice President, Technology, supervise 9 outsourced staff, and maintain a marketing budget of £500K+.

- Scale and optimise digital marketing channels; switch marketing approach from a campaign-based to growth approach; test and analyse marketing experiments to identify what's working and improve key metrics; enhanced the ad setup and increased MQL and SQL while **reducing cost per lead by 45%**
- Build demand generation and marketing plans that engage and nurture target customers; analyse email marketing impact on pipeline, revenue, and sales cycle length to identify enhancement opportunities; create a personalised email structure that targets specific buying personas; **improved email engagement and open rates by 30% to 40%**
- Revamped the website's landing page; audited page performance to determine areas for improvement; led the creation of a compelling page copy, images, form fields, and CTAs to achieve traffic and performance goals; **boosted conversion rate by 80%**
- Leverage strong leadership skills in managing a team of 9 outsourced staff; lead by example and guide and coach the team in delivering highly effective marketing content and plans; enabled the team to meet brand and lead generation objectives
- Direct global marketing initiatives; analyse existing practices and identify areas for improvement; develop and roll out emails, ads, growth marketing, and landing pages best practices to global teams; **boosted audience reach by up to 5X**
- Spearhead continuous process improvements; introduce new marketing approaches and tools to minimise non-value-added and repetitive tasks, enhancing productivity and results; **improved the efficiency of lead response time by 50%**
- Lead the marketing strategy of a newly launched product in the events space, a platform that connects buyers and vendors; formulate a positioning statement and demand generation plan to drive awareness and interest among the company's target audience
- Event management and event marketing

## ScaleUp Panda • Riga, Latvia (Services, Advisor and Consultant in Marketing)

### CMO and Founder

Nov 2017 - Nov 2022

ScaleUp Panda is an independent consulting company that helps clients across the globe create and implement successful marketing strategies, as well as educate and onboard new employees in the marketing department to grow their brand and improve revenue. Responsible for providing marketing expertise to international clients to improve their digital marketing strategy and achieve the brand's vision of growing and expanding in new countries and channels.

- Develop marketing strategies for international clients, including IPG Group Agency; evaluate current performance and marketing process and operations status to understand the clients' marketing needs; recommend tailored marketing approaches and spending budgets to achieve marketing goals; **grew clients' ROI by up to 25%**
- Serve as an account lead digital media planner for 3 high-profile brands, including Microsoft, Lindex, and Samsung; facilitate the planning and execution of digital channel strategies to maximise traffic and reach; manage €800K monthly campaign budgets; **surpassed targets by 150% to 200%**
- Oversee 3+ product launches on Kickstarter with more than €300K goal in total; determine the product's unique selling proposition; create positioning statement and persuasive marketing campaigns to drive demand generation; maximised customer engagement that established momentum with the new product in the target market

### **GoCardless (Nordigen) • Riga, Latvia (Open Banking (Fintech), SaaS Startup, B2B - Series G)**

#### **Marketing Director**

**Oct 2019 - Mar 2021**

[Nordigen](#) is the first free European open banking API that provides regulated connections to major European banks.

Responsible for building the marketing division from scratch and launching a multi-channel marketing strategy to deliver and drive business growth. Reported to CEO, supervised up to 3 in-house employees and 14 contractors, and controlled a budget of €500K.

- Spearheaded the company's product launch strategy and campaign production; analysed previous product launch performance; improved strategy through company rebranding, website redesign, and PR agency onboarding within a tight deadline of 4 weeks; featured in TechCrunch and **increased the number of customers by 1000%**
- Rehailed the front and back end of the company's website; audited the website's overall effectiveness and identified the gap; created the structure for each page and optimised it for SEO; led the technical aspects of website development, including content and design elements; captured more leads and **boosted conversion rate by 30%**
- Headed the go-to-market plan for content, digital strategy, and implementation across SEO, web, and social media channels; facilitated the creation of messaging that targeted the right audience; captured qualified leads, increased social media followers, and **amplified the engagement rate by 2X**
- Led global marketing efforts; established direct contacts with major social networks, including Snapchat, LinkedIn, Google, Facebook, and Twitter; drove quality leads into the business through participation in new product launch and development; devised compelling narratives; **expanded audience reach by up to 5X**
- Managed ongoing efforts for the improvement of marketing processes; identified an opportunity and plan for change; implemented new marketing approaches and tools to maximise efficiency and results; **enhanced the efficiency of lead response time by 50%**

### **SAF Tehnika • Riga, Latvia (Hardware, Telecommunications B2B - Enterprise)**

#### **Senior Digital and Growth Marketing Manager**

**Jul 2018 - Jul 2019**

[SAF Tehnika](#) is a European designer, producer, and distributor of digital microwave data transmission equipment.

Responsible for planning, implementing, and monitoring digital marketing campaigns across major social media channels, including Facebook, LinkedIn, Twitter, YouTube, Instagram, and Google Ads, to grow the brand's influence, loyalty, and awareness. Reported to the Head of Marketing, led 4 outsourced employees, and maintained a marketing budget of €26K.

- Leveraged problem-solving skills to improve underperforming PPC campaigns; conducted competitor analysis to understand strengths and weaknesses and determine market gap; tasked to translate insights into actionable changes; restructured ad accounts, fine-tuned targeting, and devised new campaign strategy; **enhanced PPC campaign conversion rate by 200%**
- Facilitated content creation across major social media channels; utilised a customer-centric approach in optimising underperforming content and launching new channels to expand audience reach; created 60 engaging posts per month; **generated an organic viral Facebook post with 250K reach in 2 days and amplified engagement by 100%**
- Developed and implemented an effective email marketing strategy to bolster open rates; segmented email list, enhanced subject lines, and created targeted email marketing messages with the right frequency and timing; **increased open rates by 40% and engagement by 25%**
- Led the development and execution of global marketing initiatives; introduced a new approach to content production and delivery; enhanced the newsletter theme for the international market across Europe and the USA; **increased audience reach by up to 5X**
- Headed product marketing efforts; conducted market research and competitive analysis to determine strengths and weaknesses of current and potential competitors; utilised findings and allocated budgets to enter new countries' platforms; **reached over 1M target audience**

### **AranetIoT • Riga, Latvia (Hardware, IoT B2B - Enterprise)**

#### **Senior Digital and Growth Marketing Manager**

**Jul 2018 – Jul 2019**

[AranetIoT](#) offers industrial IoT environment monitoring solutions that make it easy for businesses to collect and analyse real-time data.

Responsible for developing the strategy and overseeing the execution of revenue-driving digital marketing campaigns to create awareness, generate leads, and maximise conversions. Reported to the Head of Marketing, oversaw 4 outsourced employees, and managed a marketing budget of €10K.

- Optimised underperforming content throughout all social media channels; identified new channels and built marketing framework to amplify engagement; revamped content strategy and generated 60 persuasive posts per month; boosted engagement by 100%
- Devised and executed a compelling marketing strategy to improve email open rates; utilised data and analytics to identify areas for improvement and inform strategy; created personalised marketing messages and enhanced subject line; amplified open rates by 40% and engagement by 25%
- Facilitated product launch of industrial IoT environment monitoring solutions on 4 Amazon marketplaces; planned go-to-market strategy, set goals for the launch, and created marketing content aligned with the product's positioning; successfully met product launch key metrics

#### **CatchSmart Solution • Riga, Latvia**

##### **Digital and Growth Marketing Manager**

**Jul 2018 – Jul 2019**

[CatchSmart Solution](#) is an IT company that specialises in the development and maintenance of various Web solutions.

Responsible for planning and managing digital marketing campaigns, lead generation, and content creation to achieve revenue growth objectives. Reported to CEO, managed 4 outsourced employees, and controlled a marketing budget of €50K.

- Led marketing efforts for the USA market with a focus on SMBs; built and launched ads on Facebook and Google; coordinated the creation of content and graphic designs; resulted in a successful launch of a platform that got featured in New York Times
- Managed the upsell of website development to existing clients; led a web development team of 6 members; facilitated the creation of the structure and copy as well as webpage and app testing; successfully completed the development of 5 websites for different clients
- Oversaw product improvement efforts; conducted market research to capture and assess unmet customer needs; translated insights into meaningful product changes; delivered an online platform for small US retailers and vendors to meet and do business

#### **ADDITIONAL EXPERIENCE**

##### **The Monetizr (Seed Stage, Blockchain, videogames) • Riga, Latvia**

###### **Head of Digital and Growth Marketing Manager**

###### **Digital Journey • Riga Latvia**

###### **Digital and Growth Marketing Assistant (Internship)**

###### **Publicis Groupe (Enterprise) • Riga Latvia**

###### **Digital Media Planner**

###### **Draugiem.lv (GreyNut Ltd.) (Enterprise, social media network, Hardware) • Riga Latvia**

###### **Project Manager (Internship)**

###### **Crystal Media • Riga Latvia**

###### **Social Media Strategist (Internship)**

###### **FromMe.lv • Riga Latvia**

###### **Marketing Specialist (Internship)**

###### **SIA Amber Storm • Riga Latvia**

###### **Marketing Specialist**

#### **PROFESSIONAL CERTIFICATIONS**

##### **Education, Culture, and Sports Department of Riga City Council (RD IKSD)**

###### **CRO – Conversion Rate Optimisation**

###### **Content Marketing (Content, SEO, Email Marketing)**

###### **Facebook Ads**

###### **Facebook Marketing**

###### **Facebook Strategic Marketing**

###### **Google AdWords**

###### **Google AdWords Advanced**

###### **Google Analytics**

###### **Google Analytics Advanced**

###### **Google Display Network**

###### **Google Mobile Advertising**

###### **SEO**

#### **EDUCATION**

## TECHNICAL SKILLS

Facebook Ads, LinkedIn Ads, Google Ads, Bing Ads Zapier, Google Data Studio, Salesforce CRM, Campaign Monitor, Mailchimp, Mixpanel, Back-end CMS, Sprout Social, HubSpot, Google Analytics, Slack, Communities (Reddit, Quora, Product Hunt), Web Analytics Tools, SaaS, Automation tools, Lemlist, Gemini, ChatGPT, ClaudeAI and more. (In-depth experience with more than 200+ tools)