

KOSTIANTYN POPOV

MARKETING MANAGER

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PROFESSIONAL SUMMARY

Full-cycle marketing manager in real estate with 3+ years of experience — running a company's entire marketing from strategy to execution. As a sole in-house marketer I build marketing as a system for companies and developers (brand, digital, offline, CRM, B2B partnerships) and lead specialists and contractors to deliver measurable results. Experience in real estate and automotive: lead generation at scale, efficient paid media, CRM/lifecycle campaigns and B2B partnerships with major chains (Nova Post, Rozetka, Silpo, ATB and others). Open to remote, hybrid or relocation.

EXPERIENCE

Iron Invest Group

Oct 2025 – Present

Marketing Manager · Warsaw, Poland · Real estate developer (Dobrograd)

- Ran the company's entire marketing function as sole in-house marketer — strategy, budget, digital, offline, CRM and partnerships — reporting directly to the founder.
- Managed a ~\$10K/month marketing budget and directed several outsourced specialists running the full performance stack (Meta & Google), generating ~1,200–1,400 leads/month at a \$6.5–\$20 CPL across projects.
- Launched an SMS/lifecycle channel retargeting residents (parking & storage upsell) and Meta/Google leads — a one-off campaign generated ~\$50,000 on ~\$100 spend (~500× ROMI), then kept it as a recurring low-cost channel.
- Built a ~50 retail-chain decision-maker base (Apollo) for sales — signed Nova Post, Rozetka, GBar, ATB, Silpo, PrivatBank and small businesses; helped raise price per m² from \$900 to \$1,250.
- Rebranded Dobrograd (visual identity + brandbook), designed the Iron Invest Group logo, self-built project landing pages (Google AI Studio) with full tracking (GTM, GA4, Binotel), and ran a 5-month SERM that improved brand results in search and AI.

Prostranstvo Development

Jun 2025 – Sep 2025

Marketing Manager · Odesa, Ukraine · Real estate developer

- Led a 4-person team (videographer, designer, paid-ads specialist, SMM) across 3 residential developments; oversaw a ~\$6K ad budget and influencer campaigns.
- Launched an offline campaign (billboards + digital screens) via OOH/print contractors that contributed to ~+10% sales growth and strong brand awareness.
- Secured PR coverage in Forbes, Elle, Village, TSN and local media — building investor-audience awareness for an investment-hotel project and the CEO's personal brand; negotiated a ~20% discount on a Village feature.
- Owned 360° brand presence and crisis communications across all three projects.

Factum Auto

May 2023 – Jun 2025

Content & Social Media Manager · Warsaw / Kyiv · Automotive retail & logistics

- Built and grew the social presence (Instagram 5,000→14,000 and a second profile from 0 to 10,000), lifting paid lead-gen and unlocking organic traffic.
- Ran content marketing across multiple markets (Ukraine, Moldova, later Poland): learned local car-import regulations, audited channels and ran influencer collaborations; built content around customers' key fears of buying a car abroad.
- Revived a dormant YouTube channel via a production agency — from ~800–1,000 to 30,000–40,000 organic views; pioneered influencer marketing at ~20% lower CPA (\$120/deal).
- Implemented ManyChat for faster lead handling (organic, Meta, later TikTok) — scaled into two new departments (lead generation and chatbots); hired a TikTok specialist and wrote a brand-voice & content guideline.

EARLIER EXPERIENCE

Content Manager, e-commerce / retail brand (2022–2023) — grew video reach from 5–10K to 50K+. **Freelance Photographer (2022–present)** — Embassy Models (Warsaw), Museum of Odesa Modern Art, Amazonka Models. **TV Correspondent (2021–2022).**

SKILLS & TOOLS

Marketing: Full-cycle & omnichannel strategy · Marketing budget ownership · Team & contractor leadership · Brand management & brand design (logo, brandbook) · Content direction · Influencer & event marketing · PR & media relations · B2B partnerships & sales enablement · Lead generation & funnels · CRO

Tools: Meta Ads Manager · Google Ads · GA4 · Meta Pixel · Google Tag Manager · Binotel · Kommo CRM · Apollo · ManyChat · SendPulse · TurboSMS · Webflow · WordPress · Google AI Studio · Canva · Figma · Notion · Claude & Gemini