Evgeniia Ustinova

Director of Marketing

Growth starts with what people gain

Marketing that connects customer value with business growth, from brand and positioning to demand, partners, and the buying decision.

12+ years across B2B and B2C marketing, SaaS, EdTech, media, and hospitality. Co-leading a 10-person marketing function at Constructor Tech, with direct CEO reporting.

Commercial contribution

About +485%

Partner opportunity growth

Q3 2026 vs Q3 2025

$7M+

Marketing-attributed won value

B2B + B2C / Mar 2021–Oct 2026

About +40%

B2C won value growth

2025 vs 2024

Rounded USD. First-touch won value measures one part of the wider marketing contribution and includes renewals and instalments. B2C growth covers its full pipeline; partner growth measures opportunity creation before close. Shared commercial results.

Marketing-attributed value, accumulated

Through 2024



$4M+

Through October 2026



$7M+

Cumulative won deal value since March 2021, using conservative rounded display values. Includes earlier years; this chart does not show year-over-year growth. First-touch scope and overlaps: evgeniiaustinova.com/evidence

The leadership your business gets

Team direction / Brand / Product marketing / Acquisition / Events / Partner growth / International GTM

Leading the design of a marketing intelligence system connecting performance data, market signals, shared knowledge, and recurring workflows. Current work spans architecture, metric definitions, and integration planning.

Experience and international scope

Belgrade, Serbia / Working internationally

Infinitum Network Solutions

4M
subscribers

1B
views

30+
languages

Portfolio scale recorded in my 2020 CV. Self-reported, shared-team results.

Career history

Constructor Tech

March 2021-present

Director of Marketing	Dec 2025-present
Product Marketing Manager	Dec 2024-Dec 2025
Head of Performance Marketing	Sep 2021-Feb 2026
Performance Marketing Manager	Mar-Sep 2021

Some remits overlapped. Earlier roles included managing teams of up to five.

Infinitum Network Solutions

Aug 2014-Apr 2021

Head of Digital Marketing and Content Strategy

YouTube Business Owner. Led a distributed team of 5, content operations, monetization, budgets, and platform partnerships.

Additional sector: hospitality

Qartuli, Dubai. Brand and creative, campaigns, events, email, paid media, and the reservation journey.

Education and contact

MBA, Nexford University / July 2024-September 2025
BBA, International Management / Saint Petersburg State University of Finance and Economics / 2011-2015
English: full professional proficiency / Russian: native

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