Margo Bogdanova

Head of Marketing · Brand Strategy, Integrated Growth & AI-Native Marketing Systems

Authorized to work in the US · Open to relocation

SUMMARY

Marketing leader with 20 years across technology, B2B services, media, events and consumer brands, in the US, Europe and Russia. I make complex marketing transparent and build systems that work: from research, brand essence and positioning, through communication strategy and campaigns, to hands-on execution and measurement.

I have led marketing at every scale: a $15M international forum run through seven agencies, national TV premieres for up to 2,000 guests, a digital-solutions integrator's brand as it rose to #1 in its national rating, and a new consumer-hardware category launched internationally. Most recently I led marketing for two US trade shows and rebuilt their measurement end to end.

I also build the AI systems marketing now runs on. I designed and implemented MOS with Claude Code, an AI-native marketing operating system that reads a business's market, budget and goals, reconciles conflicting platform data and decides where marketing effort and money should go.

CORE EXPERTISE

- **Marketing leadership:** strategy, budgets, in-house teams and multi-agency programmes, owned end to end
- **Brand essence and identity:** research, values, positioning and messaging, expressed visually, verbally and experientially at every touchpoint
- **Performance and measurement:** full-funnel audits, tracking rebuilds, spend allocation, paid media run hands-on
- **Events and experiences:** flagship events, conferences, sponsorships and communities, from concept to on-site delivery
- **AI-enabled marketing:** data consolidation, measurement and decision systems built with Claude Code

EXPERIENCE

Marketing Strategist & AI Implementation Specialist

Oct 2026 – Present

Independent practice: performance audits, market research, brand essence and identity, communication strategy, campaigns and custom AI marketing systems.

MOS, AI-native Marketing Operating System

- Designed and implemented with Claude Code a standalone platform that works as a CMO function: it reads a business's market, economics, budget and goals, then decides where marketing effort and money should go, with every action approved by a human.
- Built the foundation layer in one month: it reads Meta, Google Ads and GA4 data plus registration-system data, reconciles conflicting platform claims against the true conversion total, and audits tracking gaps with a concrete fix for each.
- Two views from one dataset: full marketing detail for the team, and a plain-language view of business results for the CEO.

Sensoria

- Technology and experiential-design venture that maps six sensory dimensions of a space to human responses and business outcomes; defined the category (Atmospheric Intelligence), its positioning and the SaaS platform direction.

Marketing Director Apr 2026 – Oct 2026

International Congress of Esthetics and Spa (ICES)

National exhibition company for the professional beauty and wellness industry: four shows a year, 2,000–7,000 attendees and about 120 exhibitors each.

- Led marketing strategy, brand, creative direction and communications for the Long Beach and Fort Lauderdale shows, with a budget of about $130,000 per event.
- Found measurement broken on arrival and rebuilt it end to end: GA4 restructured, every channel tracked, and spend connected to registrations.
- Directed integrated campaigns across Google Ads, Meta, StackAdapt programmatic, email, SMS, referral and organic social; ran Meta and Google Ads hands-on.
- Led the WordPress website from brief through architecture, UX and content; produced campaign video and stills myself; implemented MOS v1 for paid media, integrated with GA4 and CRM.

Marketing Director / Advisor Nov 2018 – Sep 2025

AGIMA

The leading digital-solutions integrator, building digital products for enterprise clients.

- Led brand and marketing as AGIMA rose to #1 in the Runet Rating; managed an in-house team of seven across PR, social, sponsorship, SEO and analytics, and events.
- Set the visibility strategy that made AGIMA the first voice on each new technology entering its market, through media, conference speaking and public commentary.
- Took the Runet Rating offline by organising and sponsoring its industry event, opening AGIMA's move into physical events and sponsorship.
- Built AGIMA Boost from zero, a conference for digital professionals grown to almost 600 attendees on a budget close to $500,000.
- Launched and scaled RUN IT, an IT-industry half-marathon, from about 100 to 2,000 participants through an ambassador programme and sponsor partnerships; it became financially self-sustaining and still runs today.

Project Manager & Head of International Communications Sep 2017 – Jul 2018

VIMANA Global Inc.

- Built the communications strategy and investor-facing narrative for an autonomous aerial transportation startup; the PR work drew several strong investment opportunities.
- Led the company's full presence at the World Economic Forum in Davos, and the custom-built company website from brief to launch.

Head of International Relations & Head of PR Nov 2014 – Sep 2017

CINEMOOD

- Led international go-to-market communications for a startup creating a new category, portable smart projectors with built-in content; the media story drove $150,000 raised on Indiegogo, a Startup Village 2016 win, and coverage in Forbes and TechCrunch.

Media Director Feb 2015 – Nov 2015

Open Innovations Forum & Technology Show

- Repositioned Russia's leading international innovation forum from a closed B2B and government event to one open to the public; led the rebrand, new website and media campaigns through seven agencies on a programme of about $15 million.

Head of Marketing & Strategic Development Oct 2011 – Jul 2014

Stroganov Academy

- Led a research-driven repositioning of one of Russia's oldest art and design universities, nationally and internationally.

Head of Event Marketing Feb 2008 – Oct 2011

CTC Media

- Owned every season premiere, VIP and media event for three national TV channels; produced a $1.2M premiere for up to 2,000 guests that guests perceived at about three times its cost, leading a team of 50 on the night.

Head of Business Development Jul 2005 – Feb 2008

Reed Exhibitions

- Market research and business plans for new exhibitions, acquisitions and the expansion of European exhibition brands.

EDUCATION

- MBA, Marketing Management · State University of Management, 2003–2005 · Aarhus BSS, Aarhus University, 2003–2004
- BS, Business Administration · San Francisco State University, 2001–2003
- Interior Design and Architecture · Detali School of Design, 2020–2022

SKILLS

- **Brand and strategy:** research, brand essence, positioning, tone of voice, communication strategy, campaigns, PR
- **Paid media and analytics:** Google Ads, Meta, StackAdapt, GA4, full-funnel analytics, UTM tracking, SEO and GEO, email, SMS
- **AI, tools, languages:** Claude Code, AI marketing systems, WordPress, CapCut, Canva; English and Russian, fluent