

# ANASTASIA FILATOVA

BRAND MARKETING  
CREATIVE DIRECTION  
COMMUNICATIONS

## PROFILE

With 8+ years in the creative and branding field, Anastasia is the driving force behind transformative brand stories across multiple industries.

Her strength lies in blending creative concepts with a deep understanding of strategic marketing. This allowed her not only to shape unique brand identities but also to ensure their success and impact.

In both in-house and consulting roles, her approach is marked by versatility and a focus on uniting the aesthetic and strategic excellence. Her career is built on converting innovative ideas into compelling brand stories, with a strong conviction that good design is behind a brand's success.

## EDUCATION

### UNIVERSITY FOR THE CREATIVE ARTS

2015 | MA Documentary Film, 1.1  
2014 | Graduate Diploma in Art & Design, 1.1

### TARAS SHEVCHENKO NATIONAL UNIVERSITY OF KYIV

2015 | MA Journalism - Remote study, 1.1  
2013 | BA Journalism, 1.1

## GET IN TOUCH

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- London

## SEE MY WORK

- [creativeaf.me](http://creativeaf.me)
- [anastasiia-filatova](#)

## SKILLS



## WORK EXPERIENCE

### KIWI BIOSCIENCES

Oct 2021 - Present

#### HEAD OF CREATIVE & GROWTH MARKETING

- Led the creative direction, design, and delivery of all visual and written content for FODZYME (digital and print)
- Directed the end-to-end development of the FODZYME brand, guiding the cross functional teams through brand's inception from strategic concept to market realization
- Elevated FODZYME's conversion rates by 45% and boosted AOV by ~30% through innovative experimentation
- Drove a full-funnel multi-channel paid strategy, achieving a 2.2x average ROAS and reducing CAC significantly
- Led all communication channels and PR, built the email marketing system with top-tier performance (2.3% order rate, 63% open rate), and amplified Instagram following by >2500% in 9 months
- Created an affiliate program and managed a UGC and creator content ecosystem
- Created and optimized packaging design, leading to a 30% increase in customer repurchase rates
- Designed and managed impactful trade show exhibits, coordinated supplier relations and ensured a cost-effective vendor strategy at scale
- Managed the launch on Amazon with consistently high ROI (3-5x) and efficient ad spend (14-20% ACOS)
- Created a sister brand (Zymed Foods) and managed a successful soft product line launch
- Initiated a key brand partnership accounting for 23% of partner conversions
- Provided comprehensive retail partner marketing support

### BOLD HEALTH

Jun 2020 - Oct 2021

#### HEAD OF BRAND MARKETING

- Led strategic brand initiatives, design, and digital presence for the Zemedey app and Bold Health, including website development and social media management
- Launched Bold Health's corporate parent brand, establishing a comprehensive virtual care system, and designed all associated brand collateral
- Spearheaded the UK go-to-market strategy for B2B and B2C channels, forging key partnerships and enhancing brand presence, resulting in a 64% average sign-up rate in partner pilots
- Managed UX/UI enhancements for Zemedey, significantly improving user experience, achieving a 4.7 app rating and securing 2x App of the Day features
- Designed and directed full-funnel campaigns across Meta and ASA, attaining a ~12% CTR and 8% app install rate
- Coordinated and promoted online events, such as webinars and summits, achieving a 37% average attendance rate, thereby boosting community engagement and brand education
- Championed overall brand consistency and messaging across diverse marketing channels and platforms

### SUPERSCRIPT (DIGITAL RISKS)

Oct 2018 - May 2020

#### CONTENT MARKETING MANAGER

- Drove a 230% increase in social media following and a 328% boost in engagement through targeted campaigns
- Produced video content with up to 19% engagement, including product explainers and in-depth interviews
- Developed HTML5 marketing email campaigns, achieving a 167% increase in open rates
- Led a multi-channel content strategy and managed blog content production
- Produced thought leadership articles and curated editorial content from a team of writers
- Led the copy and content creation for the website and marketing materials
- Directed all visual content production, including video, photography, and graphics
- Managed end-to-end video production, from ideation to online distribution
- Optimized product and landing pages for enhanced performance
- Ensured branding consistency across all company communications and partnerships

### JOB TODAY

Feb 2017 - July 2018  
Nov 2016 - Feb 2017  
Nov 2015 - Feb 2016

#### CONTENT MANAGER & UK COMMS LEAD CUSTOMER COMMUNICATIONS AGENT FIELD SALES AGENT

- Drove significant social media growth and engagement through targeted content strategies and video production
- Developed and executed a comprehensive customer communication content strategy including all digital content
- Developed a user-centric video series campaign, enhancing organic engagement by 23%
- Enhanced the app's online presence through contributions to website, blog, and social media content
- Promoted within 3 months for superior performance

### BRIGHT EVENTS AGENCY

Sep 2012 - Jan 2014

#### EVENTS & MEDIA MANAGER

- Supervised theatre productions for young audiences, overseeing rehearsals and performance management
- Produced a diverse range of corporate and private events end-to-end, from creative direction and pitching to managing budgets, vendors, and event execution
- Enhanced brand visibility and engagement through creative direction and strategic event management, highlighting my commitment to storytelling and community building within the theatre and entertainment industry.