



Nick Astreika

Chief Marketing Officer

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Professional summary

Results-driven Chief Marketing Officer with 15+ years of global experience in digital marketing, marketing operations, lead generation, and strategic communications. Proven success in scaling marketing teams, executing high-impact campaigns, and driving sustainable business growth.

Experience

Led a cross-functional team of 15 specialists, implementing integrated GTM strategy across the USA and EU markets, driving full-funnel growth through both inbound and outbound channels. Tripled the number of qualified leads and new customers through a mix of channel expansion, content optimization, and conversion-focused campaign design.

- Developed and executed data-driven content marketing and GEO/SEO programs, increasing organic visibility and lead quality.
- Managed omni-channel advertising campaigns, including cold acquisition and retargeting across ChatGPT, Google Search, Display, YouTube, and social platforms.
- Led the adoption of AI across marketing, integrating gen AI automation into content production, campaign development and personalization, and applying AI-driven analytics to customer segmentation and performance optimization - scaling marketing output without proportional growth in resources.
- Delivered impactful social media marketing and social selling strategies, supporting demand generation and brand engagement.
- Led outbound lead generation using 30+ LinkedIn profiles, through manual and automated outreach, including account-based marketing and deep prospect research.
- Executed high-performing email marketing and newsletters, to support lead nurturing workflows.
- Planned and coordinated marketing events, while managing partner and media relations to elevate brand positioning.
- Planned, defended and oversaw annual marketing budget and strategic plan, ensuring resource alignment with strategic KPIs and achieving high marketing ROI.

Instinctools

Chief
Marketing Officer

*August 2021 –
present*

Gdańsk, Poland

- Implemented marketing analytics frameworks to monitor performance and optimize campaigns, increase in conversion rate and improve cost-efficiency.

Established the marketing function from the ground up to drive brand visibility in the U.S. Software development services market (Coherent Solutions) and enhance employer branding in the European talent market (ISsoft).

- Built and led a distributed international marketing team of 10 professionals, aligning efforts across strategy, content, digital, and events.
- Achieved consistent 15% annual growth in lead volume by launching new lead generation channels and optimizing existing ones.
- Acted as Product Owner for five high-conversion websites, overseeing end-to-end development, UX optimization, and SEO, driving top-ranking results and increased inbound leads.
- Designed and executed online, offline, and hybrid events across the U.S. and EU, with participation scaling up to 1,000 attendees per event.
- Led a full-scale video production effort to enrich marketing communications - producing up to 100 videos annually, including customer testimonials, brand ads, PR content, and live streams.
- Conducted recurring customer and employee surveys, analyzed insights, and drove cross-functional implementation of improvements.
- As Product Owner during the onset of the COVID-19 pandemic, implemented Workplace by Meta Platforms - a digital collaboration suite for remote messaging, video conferencing, and company-wide news sharing - successfully onboarding 2,000 employees across nine global offices.

Coherent Solutions / ISsoft

Marketing Director

November 2017 – July 2021

Minsk, Belarus

Launched and scaled a self-funded e-commerce start-up in the optical retail sector, successfully transforming it into the second-largest online optics store in the local market within just nine months.

- Conducted in-depth market analysis to identify niche opportunities and define product-market fit.
- Assembled and led a cross-functional team, aligning technical development with a strong commercial strategy.
- Built the business from the ground up, including branding, operations, digital infrastructure, and go-to-market execution.
- Achieved profitability within the first year of operations and maintained a strong growth trajectory.
- Negotiated and closed a successful exit, selling the company to investors after 12 months of profitable business operations.

Albaoptic

Co-founder and Head of Business Development

April 2015 - October 2017

Minsk, Belarus

Developed and executed a scalable marketing strategy to support aggressive hiring goals and strengthen the company's employer brand.

- Led a cross-functional PR and HR marketing team of 15, delivering campaigns that supported the annual hiring of 500+ new employees, contributing to 30% year-over-year company growth.
- Designed and executed over 30 branded marketing events annually, with attendance ranging from 25 to 2,500 participants, significantly

Itransition

Communications Director

July 2011 - March 2015

- increasing brand awareness among target talent segments.
- Launched a corporate communications portal and introduced a monthly internal newspaper, resulting in a 35% increase in employee engagement, as measured by annual internal surveys.
- Successfully positioned the company as an employer of choice through integrated campaigns, media outreach, and talent-focused storytelling.

Minsk, Belarus

Oversaw sales and marketing operations for a wholesale business specializing in complex technical products and engineering solutions.

ISM

- Led a cross-functional team of 5 specialists, aligning sales and marketing strategies to drive business growth.
- Successfully increased annual turnover from \$2M to \$4.5M, doubling revenue through strategic client acquisition, account management, and targeted marketing initiatives.
- Built strong relationships with key customers and partners, improving retention and expanding the client base in industrial and technical sectors.
- Introduced process improvements and data-driven sales strategies to enhance pipeline visibility and team performance.

Sales & Marketing
Director

*May 2008 –
June 2011*

Minsk, Belarus

Provided strategic PR and marketing consulting services to leading consumer electronics brands, delivering high-impact campaigns and communications.

PR Solutions

- Secured and managed contracts with top-tier clients including Philips, Samsung, and Zyxel, overseeing end-to-end project execution.
- Developed and implemented marketing and PR strategies tailored to each client's brand positioning, product portfolio, and market goals.
- Coordinated media relations, product launches, and promotional campaigns to boost visibility and market penetration.

PR Manager

*February 2007 –
May 2008*

Minsk, Belarus

Education

MBA	Kozminski University, Executive MBA	Warsaw, Poland
MA	Belarusian State University, Political Science	Minsk, Belarus
Diploma	London School of Public Relations, Public Relations	London, UK

Languages

English	C1
Polish	C2
Spanish	B1
Belarussian	Native speaker
Russian	Native speaker