

Sergey Datsiy



10 years building performance marketing. 5+ years across international markets. Led teams of up to **50 people** and budgets up to **\$250K/mo**. Currently CMO at Naran, a mobility fintech: launching marketing across Latin America and West Africa. Open to new, interesting projects.

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📍 Global · remote / relocation

🌐 datsiy.io

\$250K/mo

peak monthly marketing budget

up to 50

people in teams
built from scratch

× 10

revenue growth
\$100K → \$1M

\$100M

sales impact
Dubai Real Estate

200–800%

channel ROI
iGaming

10+

markets
4 continents: LatAm · Africa ·
MENA · EU · APAC

PROFILE

Grew from performance specialist to **CMO**. I launch and scale marketing in international markets — **CIS, Middle East, Europe, SEA, US**. I think like a strategist and work like a **player-coach**: I know performance from the inside and build teams and channels that pay off.

SKILLS

Strategy & growth

Performance

Growth

0→1 launches

Scaling

Unit economics

End-to-end analytics

CRM marketing

Sales enablement

Channels

Influence

SEO

SMM

Paid Social

Programmatic

AI production

Markets

iGaming

Real Estate

Event

B2B

CIS

MENA

EU

APAC

EXPERIENCE

- Naran — CMO

2026 — Present

Mobility fintech (rent-to-own cars for gig drivers) · Colombia · Peru · Senegal · Côte d'Ivoire · distributed team

Launched marketing **from zero in 4 countries**: WhatsApp-first funnels, hiring country managers, local production and content in **3 languages**, one dashboard across all markets.
- NDA Gaming — CMO

2025 — 2026

iGaming / Esports · CIS + Global · team of 30

10+ channels under management. All-time **GGR/FTD** record in 3 months, **+12% MoM**, channel payback **200–800%**. Pushed competitors out of the CIS market.
- Agima — CMO

2024 — 2025

Custom software development · MENA · B2B · UAE / KSA

Launched marketing from scratch for UAE/KSA. **\$500K+** in sales, **150+ leads/mo**, team of 6, budget **\$25K/mo**.
- Well Pro — CMO

2022 — 2024

Real estate · Dubai · team of 15

Budget **\$100K/mo**. **Sales impact \$100M**, average lead value **\$170K → \$350K**, implemented end-to-end analytics.
- NDA Gaming — Head of Marketing

2020 — 2022

Esports / iGaming · Global · 4M+ users

Top-1 international platform. Revenue **x10** (\$100K → \$1M), audience **150K → 1M+**.
- Avito — Marketing Manager

2019 — 2020

Real estate · Russia

+20% on key metrics, **10+ special projects**, performance campaigns and product analytics.
- Flacon — Marketing Manager

2017 — 2019

Collaborations · Apple · Coca-Cola · Microsoft · Spotify

Cost per inquiry **↓ 5x**, marketing spend **↓ 40%**.

ADDITIONAL CASES

- Ignite Digital Agency

OWN VENTURE

Performance agency. 10+ markets, 10+ clients in premium real estate.
- Noise Dealers

OWN VENTURE

Event marketing across Europe and CIS. 150+ events, 100K+ tickets.
- EdTech

CONSULTING

Grew from 0 to 300 students.
- Relocated

COMMUNITY

Own project. 1000+ members.

ABOUT

- Professional interests:** vibe-coding and AI production — I build tools for myself and for clients. I follow the AI stack closely and adopt it ahead of the market. I create products at the intersection of creative and tech.
- Life outside work:** digital nomad since 2022 — lived in Armenia, Georgia, Vietnam, Thailand, Turkey and Bali. **25+ countries** in total. Active lifestyle: tennis, squash, padel, snorkelling, gym, mountain hiking. I grow carnivorous plants — yes, it is a serious hobby. I love cooking and exploring local food in new cities.
- Speaker:** I appear on podcasts and in entrepreneurial communities on marketing and launching products in international markets.

EDUCATION

- MSPU

Computer Science & Economics, 2016

IKRA · MAED · Setters · Startup Leadership Program · Convertmonster

LANGUAGES

- Russian

Native
- English

B2
- Ukrainian

Fluent
- German

Basic