

Daria Rutsinskaya

MARKETING & COMMUNICATIONS DIRECTOR / CMO

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Russian (native) · English C2 (fluent) · Spanish B1 · Japanese B1

SUMMARY

Marketing and communications director with 19 years of experience, from Russia's top PR agencies and federal corporations to building B2B marketing functions from zero. I combine strategy, creative, and hands-on execution, and I am AI-native: I build my own lead-generation tools, automations, and content systems with neural networks and vibe coding. Federal-scale campaign track record, international exposure across Asia, and a mix of structured thinking and original creative.

CORE SKILLS

B2B marketing & go-to-market · Demand generation & lead generation · ICP definition & funnels · Brand strategy & positioning · Investor relations & annual reporting · PR & media relations · Event production · Content strategy & production · Team & budget management · AI tooling & marketing automation · Cross-cultural & multilingual communication

EXPERIENCE

Zapusk Group — Director of Marketing

Sep 2025 – Present · Moscow · [zapusk.group](#)

Developer of industrial and digital infrastructure (data centers, power, grid connection; on the market since 2015, 150+ projects).

- Built the B2B marketing and communications function from the ground up for a portfolio of complex infrastructure products (turnkey data centers, grid connection, energy retail, investment and international projects)
- Designed and launched a demand-generation system on HubSpot CRM: sales funnels, lead scoring, automated nurturing scenarios, partner-channel workflows, SLA with sales
- Built, enriched, and segmented the lead database; implemented automated decision-maker search and enrichment and a competitor-lead interception pipeline; developed in-house digital lead-gen tooling
- Ran investor communications: packaged the investment strategy and project decks for digital and energy infrastructure, led investor negotiations including in English, organized investor events, owned the group annual reports
- Created a full-cycle content factory: a format-and-product matrix, a content rubricator across five platforms, and a single editorial calendar
- Launched and produced the corporate podcast on digital infrastructure and data centers with high-profile guests
- Led PR and personal-brand positioning of the CEO as an industry thought leader: 35+ placements in top-tier federal media (RBC, Kommersant, Vedomosti, Forbes, Expert, CNews)
- Developed and rolled out a unified visual identity and brand book across the group; managed agency partners, the marketing budget, and end-to-end performance reporting
- Applied AI / neural-network tools across the funnel: lead generation, data enrichment, content and design production

ANKO — Founder, Creative Producer

Jan 2025 – Present · Moscow · [anko.team](#)

Full-cycle production studio (events, travel, wellness, taste, culture).

- Founded and built the studio brand from scratch: DNA, identity, website, portfolio, client-acquisition system
- Developed creative concepts for events, programs, and image projects for private and corporate clients
- Produced full-cycle events: concept, scenography, budgeting, sponsorship, delivery; led client negotiations and pitched creative solutions

SPN Communications — Head of Integrated Communications Practice

Sep 2024 – Jan 2025 · Moscow · #8 PR agency in Russia

- Brought international brands to the Russian market; ran international projects for the Roscongress Foundation, strategic concepts for the National Hockey League, and place-marketing projects
- Led teams of PR managers and project groups; ran client negotiations and pitched proposals to top executives
- Developed communication strategies and PR campaigns; created event, content, and branding concepts
- Initiated media placements and partnerships; led digital and advertising campaigns; prepared tenders, managed budgets and reporting

PJSC ZapsibGazprom — Head of External and Internal Communications

Mar 2023 – Sep 2024 · Moscow · major Russian construction holding (Arctic & Antarctic projects)

- Built and managed a dedicated PR team; developed communication strategy, media planning, and brand support
- Delivered high-profile special projects: online launch of Vostok Station in Antarctica with the President, opening of the Tula Cancer Center by the President, the Arctic "Kites to the East" expedition
- Led image events at international forums (SPIEF, EEF); handled international communication with Chinese partners on a cross-border transport-hub project
- Developed corporate identity, mission and values; built internal media and video production; managed budget and reporting

AGT Communication Group — Director of International PR

Dec 2021 – Feb 2023 · Moscow

International communications for PJSC Gazprom, Moscow City Government, Ministry of Education, Ministry of Industry and Trade, Roscosmos, TAFISA, the Union State, and the Zhanie Society.

- Formed and managed the International PR Directorate and project teams across a portfolio of federal clients
- Ran a high volume of parallel events: international forums, exhibitions, press events, public-education programs, TAFISA international "Sport for All" games
- Designed communication strategies, PR campaigns, and creative concepts; built media relationships; prepared tenders; controlled project budgets

Government of Moscow (Dept. of Economic Policy) — Head of Corporate Communications & Project Support

Mar 2021 – Nov 2021 · Moscow

- Developed corporate communication and employer-brand strategy; managed internal media and events
- Oversaw CSR and sustainability projects; introduced quality-management regulations and KPIs

Rostec Techpriyomka (State Corporation Rostec) — Head of Communications and Analytics

Nov 2018 – Aug 2020 · Moscow · Aerospace & Engineering

- Led brand media strategy and reputation monitoring; ran PR campaigns and international exhibitions (ARMY, MAKS, SPIEF, INNOPROM)
- Drove international business missions (China, Singapore; Russia-Singapore Business Council); directed digital marketing, CRM, SEO, SMM, and a full rebranding

TsENKI "Spaceports of Russia" (State Corporation Roscosmos) — Acting Deputy Director for Communications

Nov 2016 – Nov 2018 · Moscow · Aerospace, Government

- Managed all PR and media for Russian spaceports; 2,000+ placements; organized international exhibitions, press tours, and foreign-press relations in three languages
- Led the Roscosmos TV studio (45 people); produced documentaries and video content
- Delivered creative special projects (Harper's Bazaar shoot at Vostochny Cosmodrome); developed a museum-exhibition concept and a Baikonur tourism program; rebranded the company and positioned the CEO's personal brand (Marie Claire, Ekho Moskvyy)

TV Center — Producer, Chief Editor

Apr 2011 – Sep 2016 · Moscow · Television

- Produced documentary film series ("Soviet Mafias," "Chronicles of Moscow Life"); developed formats, wrote scripts, ran filming and editorial planning
- Collaborated with the Russian Emergencies Ministry; worked with Russian and international guests

Earlier (2003 – 2011)

PR Director of international academic and gastronomic forums (Moscow) · Culture editor, "What's On in Sapporo" (Japan) · Author/host of an English-language radio show, Sankakuyama (Japan) · Producer, Crown TV (federal documentary) · Organizing committee, Presidential Administration (60th Victory Anniversary, international delegations) · Russian-language teacher, CTC Kingshurst Academy (UK)

EDUCATION & LANGUAGES

Hokkaido University, Japan — Specialist in Public Relations, Faculty of Media, Communications and Tourism (2011)

Lomonosov Moscow State University — Specialist in North America, Translator, Faculty of Foreign Languages and Area Studies (2008)

Hokkaido University, Japan — Faculty of Philology (2007)

JLPT N2, Ministry of Education of Japan (2013)

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