



Gregory Lifanov

Marketing Manager | Brand, Lifecycle & Growth Campaigns

PORTFOLIO GREGORYLIFANOV.COM

GREGORYLIFANOV@GMAIL.COM

+1.315.530.5269

Resume

08.2026

SUMMARY

Marketing manager specializing in brand strategy, lifecycle campaigns, content systems, and growth-focused execution.

7+ years connecting brand, content, lifecycle, SEO, video, and analytics across fintech and software companies — turning complex products into clear campaigns, measurable growth systems, and cross-functional execution.

9.4% → 16.3%

PORTFOLIO CONVERSION LIFT

+74%

NEW PORTFOLIOS OPENED

7+ yrs

FINTECH, SOFTWARE & TECH

EXPERIENCE

Hitachi Partner

Marketing Manager

Jan 2023 – Feb 2026

Remote · Contract

- Led marketing strategy for a regulated fintech investing product across brand storytelling, video, lifecycle campaigns, onboarding, SEO, and activation messaging.
- Lifted portfolio conversion from **9.4% to 16.3%** and grew new Patriot Portfolios **74%** by making complex investing concepts clear and compliant.
- Partnered with leadership, product, compliance, and support to keep campaigns accurate and on-brand.

Equifax

Product Consultant

Jan 2022 – Aug 2022

Remote · Contract

- Consulted on UX and workflow strategy for the internal ticketing system managing page-design update requests.
- Structured request intake, prioritization, and status visibility so stakeholders could submit, track, and hand off updates efficiently.

Upstate Interactive

Marketing Operations

Mar 2019 – Aug 2021

On-site · Travel

- Ran marketing operations and storytelling for a blockchain / Web3 software company through its acquisition by Foundry Digital.
- Produced company photography and a brand video that humanized the team and strengthened external credibility.

JLu Design Studio

Marketing Manager

Jan 2019 – Present

On-site · Travel

- Lead marketing strategy and agency operations for a creative studio serving fintech, software, industrial, and nonprofit clients.
- Manage campaigns across brand, web, video, SEO, lifecycle, and content — turning business goals into clear plans, budgets, timelines, and measurable execution.

SKILLS

Strategy & Growth · Marketing strategy · Campaign management · Growth marketing · Brand strategy · Lifecycle marketing · CRM automation · Customer journey mapping

Content & Creative · Content strategy · SEO strategy · Video production · Paid social creative · Creative operations · Production planning

Data & Tools · GA4 · Funnel analysis · Performance analytics · Webflow · Figma · Adobe Creative Suite · AI marketing workflows (ChatGPT, Claude, Gemini & agentic tooling)

Leadership · Cross-functional leadership · Client strategy · Executive communication

EDUCATION

SUNY Empire State College

Bachelor of Arts, Media Design

New York, NY · Dec 2019

ELVTR

AI Product Design — course taught by an IBM Design Director

Remote · Jan 2024

REFERENCES

Phillip Dickson

CEO, Monorail (Hitachi Partner)

+1.941.960.5654

pdickson@monorail.com

Josiah Ludovico

Product Director

+1.315.530.5086

jlu@jlu.design

Doug Crescenzi

Founder, Upstate Interactive

+1.315.436.8655

douglas.crescenzi@gmail.com