

Seva Evlakhoff

Growth & Marketing Leader

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\$25M+

Ad Spend Managed

10+

Years in Performance Marketing

100+

Research Projects Delivered

\$10M+

Revenue From Creative Research

ABOUT

Performance marketer who builds teams and scales what works

I build marketing teams, scale ad spend, and figure out why some creatives print money while others burn it. I've taken campaigns from test budgets to 7-figure monthly spend — and killed just as many that looked great on paper but didn't match the market.

Most of my career has been in mobile apps, SaaS, and e-commerce. I'm equally comfortable in a media buyer's dashboard and in a product strategy meeting.

- Build and lead UA/marketing teams from zero. Hired, trained, and managed dozens of media buyers across 10+ companies and projects
- Structured creative testing frameworks. A/B testing in Meta & TikTok, pretesting systems, umbrella tactics, full pipeline from research and ideation to final results
- Hands-on creative leadership. Concepting, briefing, and managing designers, motion designers, and video makers. Can produce both video and graphic concepts myself

EXPERIENCE

Career timeline

2025 - Present | Paris, France

Co-Founder

Creagen - Creative Research Agency

- Co-founded on-demand creative research agency serving growth teams across mobile apps, SaaS, e-commerce, and fintech
- Built and launched Creative Digest, a subscription intelligence product delivering 25+ ad concepts and trend analysis per report
- Delivering ad audits, market expansion research, and creative strategy for brands running \$5K-50K+/day in ad spend

2022 - 2024 | Remote

Senior User Acquisition Manager

Instories (Photo & Video App)

- Scaled monthly ad spend 4x across Meta, TikTok, Snapchat, and Google for the flagship iOS app
- Conducted 30+ marketing and creative research studies with \$10M+ revenue potential
- Worked with product and engineering on attribution (Appsflyer, SKAN), analytics (Amplitude, Power BI), budget planning
- Led creative strategy: brainstorming, ad concepts, structured A/B testing, creative retrospectives, internal training webinars
- Managed TikTok influencer campaigns (TTCC, Spark Ads) with internal creator team

2021 - 2022 | Limassol, Cyprus

User Acquisition Lead

LiveXP (Education App)

- Built UA strategy from scratch across Meta, Google, TikTok, and Telegram
- Improved mobile tracking and attribution working directly with dev teams (SKAN, UX/UI debugging)
- Led creative strategy and brand identity: guidelines, video/graphic creatives, briefing designers and motion designers, copywriting
- Negotiated and managed partnerships with affiliate networks, agencies, and service providers

2019 - 2021 | Lithuania

UA & Media Buying Team Lead

Contract Projects - Dating, Mobile Apps, E-commerce

- Built and led UA teams for 3 companies on-demand, each with tailored acquisition strategies
- Ran campaigns for e-commerce brands including Joom, Lazada, Lamoda through agency partnerships
- Hired, trained, and onboarded media buying managers. Wrote documentation, manuals, training materials
- Led integrations with new ad networks, trackers, and analytics tools across diverse verticals

2018 - 2019 | St. Petersburg

User Acquisition Team Lead

Money Leads (Digital Marketing Agency)

- Built and led media buying team managing 20+ mobile subscription apps (iOS & Android)
- Recruited and trained team on UA, monetisation, and creative strategies
- Managed campaigns across Meta, Snapchat, TikTok, and video ad networks

2016 - 2018 | St. Petersburg

Managing Director

POLYGON Photo Manufactory

- Transformed 3,000 m2 industrial space into leading art hub: 17 studios, cafe, lecture hall
- Managed 100+ employees, 200+ daily bookings, built 50,000+ follower community
- Led construction, procurement, marketing, recruitment, and financial planning
- Started as Marketing Lead, promoted to Managing Director within 3 months

2012 - 2016 | St. Petersburg

Marketing Consultant

Freelance

- Market research, brand strategy, competitive analysis across construction, healthcare, HoReCa, B2B, B2C
- Won multiple marketing competitions during university

CO-FOUNDED

Creagen — On-demand creative research for growth teams

Fresh Concepts & Scaling

New ad concepts from scratch or multiply winners into 30+ variations with briefs and scripts

Ad Audit

What's broken in your ads, why, and a fix-it checklist with quick-win recommendations

Market Expansion

Audience research, competitor mapping, localized concepts, go-to-market strategy

Creative Digest

Subscription reports: 25+ ad concepts, trend analysis, platform strategies per issue

EXPERTISE

Skills, tools & markets

Performance Marketing

- Meta Ads (Facebook & Instagram)
- TikTok Ads
- Google Ads
- Snapchat Ads
- Native Ad Networks
- Affiliate Marketing

Analytics & Attribution

- Appsflyer / SKAN
- Amplitude
- Power BI
- Google Analytics
- Ad Spy Tools
- App Store Intelligence

Strategy & Research

- Creative Testing Frameworks (A/B, Pretesting)
- Creative Concepting & Production Briefs
- Market Research & Competitor Intelligence
- Audience Segmentation
- Brand Positioning
- Go-to-Market Strategy

Leadership & Operations

- Team Building & Hiring
- Budget Planning & Forecasting
- Cross-functional Collaboration
- Vendor & Agency Management
- Process Documentation
- Training & Mentoring

TECHNICAL & AI SKILLS

AI Workflows (Claude, GPT) • AI Content Generation • Prompt Engineering • API Integrations (Stripe, REST, OAuth) • Mobile Dev (iOS, Android, Capacitor) • Swift / SwiftUI • React / Node.js / Express • MongoDB / Redis • Sentry / Analytics Pipelines • CI/CD & Railway • PWA & Service Workers • No-Code & Automation

MARKETS (TIER 1 FOCUSED)

USA • UK • Europe • Australia • New Zealand • LATAM / Brazil • Asia • Middle East • CIS • Africa

INDUSTRIES

Mobile Apps • Photo & Video • Health & Fitness • Education • E-commerce • SaaS • Fintech • Beauty & Care

BACKGROUND

Education, languages & international

EDUCATION

Master's, Marketing Management

ITMO University
2015 - 2017

Bachelor's, Marketing

St. Petersburg State University
2011 - 2015

LANGUAGES

Russian

English

Lithuanian

French

Native

Fluent

Fluent

Learning

INTERNATIONAL

20+ countries lived and traveled. Focused on Tier 1 markets: US, UK, Europe, Australia, NZ. Campaigns across all major geos.