



DARIA CHARYEVA

Marketing Manager

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[LinkedIn](#) • Nationality: French • UAE Resident Visa, no sponsorship required

SUMMARY

With 10 years of international experience, I build go-to-market strategies and marketing functions from the ground up: I've generated €20M+ in sales pipeline and a €12M anchor contract through inbound, grounded in strong positioning and consistent messaging. I'm strong across go-to-market, brand positioning, field marketing, events and cross-functional stakeholder management, with experience leading marketing teams and working closely with sales to drive lead conversion.

EXPERIENCE

Field Marketing Manager, OUTSCALE, Dassault Systèmes (CAC 40)

January 2023 – February 2026 | Paris, France

- Joined as the first marketer within a newly created B2B SaaS unit and built the entire GTM function from scratch across enterprise verticals.
- Developed core positioning, messaging and website from the ground up; the inbound approach attracted enterprise clients through organic contact forms, leading to a €12M anchor contract.
- Generated €20M+ in sales pipeline, growing from zero to 10+ enterprise customers with multimillion contracts.
- Collaborated closely with sales to define ideal customer profiles and top account strategies, organized executive roundtables, and co-created content (white papers, customer success stories) with key accounts.
- Managed the full marketing mix through agencies and internal teams: campaigns, hands-on LinkedIn Ads, PR in major business and trade press, bilingual website strategy (EN/FR), and sales enablement materials across EMEA.
- Directed production of 20+ video assets and 10+ corporate stand builds for trade shows and executive events across EMEA.

Brand and Marketing Manager, CrowdSec (SaaS)

May 2021 – September 2022 | Paris, France

- Joined as the 10th employee to build marketing from scratch: developed and executed go-to-market strategy across events, digital, PR and influencer partnerships, growing active users 17x and contributing to a \$14M Series A raise.
- Led a full website redesign with an external agency: defined user journeys, page structure, messaging and visual direction across all pages.
- Managed multi-market PR and community-building, including influencer partnerships with technical content creators and hands-on media buying on developer platforms (Reddit, Stack Overflow).

Strategic Marketing & Sales Enablement Specialist, CrossKnowledge, Wiley (EdTech)

April 2019 – October 2020 | Paris, France

- Built and maintained a competitive intelligence programme: conducted structured interviews with 100+ sales reps across regions, produced detailed battle cards per competitor and delivered a monthly market intelligence newsletter to the full commercial team.
- Managed analyst relations with Forrester, Gartner and other industry bodies; led award applications resulting in 15+ industry recognitions used across sales and communications.
- Designed, delivered and automated sales enablement workshops for 100+ team members across regions, increasing understanding of the market and competitive landscape by 75%.

Digital Content & Brand Specialist, Cases4Real (Gaming Marketplace)

October 2016 – July 2018 | Moscow, Russia

- Executed and analysed performance-driven digital marketing campaigns, managing budgets, content production and performance reporting, achieving an average ROAS of 210%.

CORE SKILLS

Marketing Strategy: B2B Marketing, Go-to-Market Strategy, Integrated Marketing Programs, Field Marketing, Brand Positioning, GTM from Zero, Product Launches, Market & Competitive Intelligence

Content & Communications: Content Strategy, SEO, Copywriting, Video-led Storytelling, PR, Social Media, Sales Enablement, Battle Cards, Internal Communications

Events & Campaigns: Event Planning, Trade Shows, Demand Generation, Inbound Marketing, Digital Advertising, Campaign Performance, Budget Management

Tools & Platforms: HubSpot, LinkedIn Ads, Google Ads, Matomo, Sprinklr, Adobe Campaign, WordPress, Canva

Collaboration: Stakeholder Management, Agency & Contractor Management, Cross-Functional Collaboration, Cross-Cultural Communication

EDUCATION

Master's, International Operational Marketing **2018 – 2020**

Paris Nanterre University, Paris, France, With Honours, GPA: 18/20

Bachelor's, Advertising and Public Relations **2012 – 2016**

Russian Presidential Academy of National Economy and Public Administration (RANEPA), Moscow, Russia, With Honours, GPA: 4.9/5

LANGUAGES

English (Bilingual), French (Bilingual), Russian (Native)