

EVGUENIA "ZHENYA" GOLOLOBOVA

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EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN, McCombs School of Business, Austin, TX **May 2027**

Master of Business Administration, Full-Time, Concentration: Brand and Product Management

- Marketing Fellow, Forté Fellow, Peer Leadership Coach, Teaching Assistant – Strategies for Career Success, MBA Tech Club, Graduate Women in Business (GWIB), Graduate Marketing Network (GMN)

ST. EDWARD'S UNIVERSITY, Austin, TX **May 2018**

Bachelor of Arts in Communication, GPA: 3.87/4.00, Magna Cum Laude

EXPERIENCE

CISCO, Austin, TX **June – August 2026**

Strategic Marketing MBA Intern

- Spearheaded a comprehensive Go-To-Market (GTM) campaign, "Grow with Confidence", targeting high-growth mid-market AI firms, aimed at capturing \$20M in marketing-sourced pipeline and 30 closed sales opportunities by August 2027
- Authored campaign messaging around reducing 'Defensive IT,' positioning Cisco solutions to help IT teams reclaim up to 70% of time spent on network diagnostics and redirect resources toward AI innovation

MARKETING FELLOWS, Austin, TX **2026 – Present**

McCombs Marketing and Branding Consultant

- Developed an AI-enabled growth strategy for Cisco's customer advocacy program, including competitive benchmarking, an innovation roadmap, and a KPI measurement framework; delivered as go-to-market recommendations to Cisco's C-suite and global leadership
- Apply AI-driven insights for premier brands (7-Eleven, Kendra Scott, Walmart, Magnolia) to develop customer personas and competitive analyses, delivering strategic brand frameworks that clients use to guide future marketing decisions

STANTEC, Austin, TX **2025**

Marketing and Communications Specialist

- Crafted 40+ Request for Proposal (RFP) responses for enterprise and Fortune 500 clients, transforming technical requirements into high-impact storytelling structures; led to \$5M+ in renovation project wins
- Owned and streamlined the full lifecycle of architectural brand portfolios, ensuring consistent voice and visual identity across marketing collateral; cut proposal turnaround time by 20%

IA INTERIOR ARCHITECTS, Austin, TX **2021 – 2024**

Marketing Coordinator (2024)

- Built 150+ B2B marketing portfolios for fintech companies, including Salesforce and Visa, translating project scopes, timelines, and costs into strategic narratives; contributed to \$3M+ in project revenue
- Coordinated and designed public relations strategies for IA's Austin and Houston studios, securing 5+ regional design awards for large-scale projects exceeding 400K square feet

Junior Marketing Coordinator (2021 - 2023)

- Collaborated cross-functionally with engineers and product teams to design, prepare, and deliver 100+ technical marketing presentations for IT and infrastructure clients, such as Lenovo and Red Hat; led to 20+ successful project bids nationwide
- Drove a 40% efficiency gain by deploying AI tools to automate portfolio workflows, consolidating 10,000+ assets for 50+ clients, including LinkedIn, Google, JPMorgan Chase & Co, PayPal, Amazon, Adobe, McDonald's, and Boston Consulting Group

EPICOR, Austin, TX **2020 – 2021**

Marketing Content Strategist

- Led data-driven go-to-market campaigns on LinkedIn to position Cloud ERP as a cost-reduction solution for technical and enterprise buyers; reached 85K+ followers and drove a 15% lift in click-through rate
- Conducted user experience research on the firm's in-house digital asset storage program, implementing a new search engine tool that streamlined navigation and boosted usability by 50% across 10+ global departments in North America and EMEA

LOOKTHINKMAKE, Austin, TX **2018 – 2020**

Account Coordinator

- Created social media frameworks and an editorial scheduling system via Sprout Social for 10+ real estate clients, using performance analytics and audience segmentation to tailor content and boost Instagram engagement by 20%
- Managed digital marketing campaigns concentrated on advertising and branding for 15+ hospitality clients; generated a total average reach of 13K+ users across multiple Instagram accounts

SKILLS

Go-to-Market Strategy, Salesforce, Data Analysis (Tableau, BlueSky Statistics), Adobe Creative Cloud, Microsoft 365, Google Workspace, Sprout Social, ActiveCampaign, Generative AI Tools (ChatGPT, Google Gemini, Claude Code, Perplexity AI)