

Rostyslav Krasnikov

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ABOUT ME

Marketing hires me when the campaign depends on something technical. Engineering keeps me when the technical thing turns out to depend on marketing.

At adesso SE I run the marketing technology layer for enterprise clients in Germany and Europe, across beauty retail, pharmaceuticals, industrial technology, regulated lottery and furniture retail. For a leading European beauty retailer I owned the newsletter redesign end to end, and end to end means the whole thing. I coded the modular template, drove design sign off with brand and creative, coordinated copy and translations, rolled it out across 15+ European markets with local teams, then built the segmentation, journeys and lifecycle automations running on top of it. Programs on that architecture reach **70M+ recipients** and sit on **€700M+ in email attributed revenue**.

I am AI native the boring way, as tooling rather than as a talking point: local models, MCP servers wired into agent workflows, internal tools shipped in days that used to be quoted in sprints. Marketer first. Just the kind who can read the DOM, the DMARC record and the data model, and who has never shipped a strategy deck without also shipping the system to run it.

ACHIEVEMENTS AND SUCCESSES

ENTERPRISE PROGRAMMES • B2C RETAIL AND B2B INDUSTRIAL, 2024 TO NOW

- **70M+ recipients, €700M+ in email attributed revenue.** Owned a newsletter redesign for a leading European beauty retailer across 15+ European markets: template engineering, design alignment, translation coordination, rollout, and the automations behind it.
- **One architecture, 15+ markets, staggered launches, zero forks.** Coordinated multinational marketing teams through a phased rollout without splitting the codebase per country.
- **22% more revenue from email for a major German furniture retailer.** Rebuilt the newsletter architecture, then shipped the redesign and rollout that produced the lift.
- **25% of contact data enriched by fixing the measurement layer.** Engagement data stopped reconciling, so I migrated email tracking to a more reliable implementation. Not a campaign idea, an infrastructure decision, and every segment downstream got more accurate because of it.
- **A/B testing programme built from scratch on a regulated lottery platform.** Set up Kameleoon, wrote the testing concept and segments, built variants with JavaScript across static, framework driven and single page application pages, then aligned results with the client's own dev teams so the winning changes went into the live site.
- **Compliance shipped as a feature, not a fire drill.** Adapted site and content to the new EU and German accessibility legislation (EAA / BFSG) for a global industrial technology manufacturer using AI assisted auditing, at a coverage manual review could not reach in the time available.

BUILT FROM ZERO • B2B SERVICES AND SAAS, BEFORE CONSULTING

- **\$1M+ in new B2B business, 30% revenue growth.** Built and ran an account based marketing strategy end to end for an IT services firm. New logos closed within three months of launch.
- **B2B open rate 9% to 61% in two months.** Rebuilt an outbound programme from nothing: 100 to 5,000 sends per day, qualified leads from 3 to 40+ per month inside a year, deliverability infrastructure included.
- **70% of manual marketing operations automated** with no loss of output quality. The unglamorous win that keeps paying every month after.

TOOLS

Marketing automation & CRM: SAP Emarsys (SAP Engage), Adobe Marketo, Microsoft Dynamics 365 / Customer Insights Journeys, Dymatrix CDP, HubSpot, CleverReach, June, Mailchimp, Salesforce, SMS and push channels

Experimentation & CRO: Kameleoon, client side A/B testing, variant development in JavaScript, MutationObserver for SPA and framework pages, test concept and segmentation, result analysis, statistics for A/B testing

Integration & APIs: REST APIs, webhooks, Postman, n8n, Make, Zapier, JSON, OAuth, data mapping, Amazon SES, SendGrid, Stripe

AI & agents: Claude and Claude Code, ChatGPT, Google Antigravity, locally hosted LLMs, MCP servers, multi agent workflows on production builds, prompt and context engineering

Email engineering & QA: HTML5, CSS3, MJML, modular master templates, dynamic content, dark mode, Outlook and legacy client compatibility, Litmus, Email on Acid

Code & delivery: JavaScript, HTML, CSS, SQL, R, Jest, Git (GitHub / GitLab)

Deliverability & compliance: DKIM, DMARC, SPF, BIMI, domain and IP warm up, MXToolbox, GDPR / DSGVO, EAA / BFSG accessibility

Data & optimisation: Google Analytics, A/B testing statistics, CRO, reporting, Excel

WORK EXPERIENCE

adesso SE · Consultant & Software Engineer

09/2024 – present

Germany · one of Germany's largest IT service providers

Marketing technology for enterprise clients: CRM and automation platforms, email architecture, campaign operations, and the internal tooling that holds all three together.

Global pharmaceutical CDMO · Consultant & Software Engineer

07/2025 – present

B2B · *pharmaceuticals and life sciences, global contract development and manufacturing · Adobe Marketo, HTML, CSS*

- Ran Marketo end to end for a global life sciences organisation: multi channel campaigns, landing pages, and the consulting layer around both.
- Architected automated data flows and smart lists that fixed lead management at the source instead of patching it downstream.
- Debugged and refactored legacy master templates nobody wanted to open, then extended the platform with custom modular components so future campaigns stopped needing a developer.
- Worked inside a regulated environment where "we will fix it in the next send" is not an available option.

Leading European beauty retailer · Marketing Consultant, CRM Channels & Automation

09/2024 – present

B2C · *beauty retail and international e-commerce, 15+ European markets · SAP Emarsys (SAP Engage), email, SMS, push, HTML, CSS*

- Owned the newsletter redesign end to end: template engineering, design sign off with brand and creative, translation coordination, and rollout across 15+ European markets.
- Programs on this architecture reach **70M+ recipients** and carry **€700M+ in email attributed revenue**.
- Built the layer above the template too: segmentation logic, lifecycle automations and journeys in SAP Emarsys. Designed and shipped, not specced and handed over.
- Set up and ran SMS and push as owned channels next to email, including personalised sends rather than the same blast to everyone.
- Worked with the client's app developers to integrate in-app tracking, so push and SMS could be targeted on actual behaviour instead of assumptions.
- Worked directly with local marketing teams in 15+ countries. One architecture, fifteen sets of local requirements, phased launches, no forked templates.
- Migrated email tracking to a more reliable implementation after engagement data stopped reconciling. Roughly 25% of contact data enriched as a result.
- Treated localisation, accessibility and dark mode as requirements, and built the QA workflow that keeps rendering identical from Outlook 2016 to iOS dark mode.

Global industrial technology manufacturer · Software Engineer & Marketing Automation

09/2025 – present

B2B · *air conditioning and industrial technology · Microsoft Dynamics 365, JavaScript, HTML, CSS*

- Built an internal tool that removed a recurring manual step from global marketing operations. Hours back per campaign, and one class of human error gone for good.
- Built marketing automations in Microsoft Dynamics 365 (Customer Insights Journeys).
- Adapted website and content to the new EU and German accessibility legislation using AI assisted auditing and rewriting.

Regulated German lottery operator · Consultant, Experimentation & Conversion Optimisation

2025 – present

B2C · *regulated gaming and lottery, Germany · Kameleoon, JavaScript, MutationObserver*

- Set up Kameleoon and built the testing concept behind it, including the segments.
- Implemented a range of A/B tests in Kameleoon: page variants created with JavaScript and packaged as tests.
- Built tests for static pages, framework driven pages and a single page application, using MutationObserver where needed.
- Analysed the client's existing code and used its methods and functions inside the tests, agreed with their frontend and backend teams.
- Analysed results and aligned them with the client team so the changes went permanently into the main site.

Major German furniture retailer · Email Architect & Software Engineer

12/2025 – present

B2C · furniture and home retail, Germany · *CleverReach, HTML, CSS*

- Designed a scalable, brand compliant master template system: one architecture instead of a folder of one off newsletters.
- Delivered the redesign and rollout that increased revenue from email by 22%.
- Engineered responsive layouts that hold in legacy clients, modern ISP renderers and dark mode alike.
- Implemented the functional template logic in CleverReach against strict technical documentation.

HR tech platform · Email Template Engineer

06/2026 – present

B2B · employer branding and recruiting platform · *HTML, CSS, responsive email*

- Production template built, documented and handed over inside a single sprint window, and maintained since.
- Hardened for dark mode and legacy clients so marketing keeps editing it without a developer on call.

The Invest Nest · Subproject Manager & Marketing Consultant

04/2024 – 09/2024

B2C · PropTech network for real estate investors, USA (remote)

- Owned the email and CRM strategy for acquiring and retaining investors. Audience analysis first, flows second.
- Implemented transactional email on Amazon SES, and wired Stripe, ESP and product data into HubSpot CRM so billing, product and marketing finally agreed with each other.
- Built deliverability from scratch: DKIM, DMARC, SPF, BIMI, deliberate domain and IP warm up.

Waverley Software · CRM & Email Marketing, Analyst / Project Manager

08/2021 – 09/2024

B2B · IT outsourcing and software engineering, Palo Alto CA (remote)

- Built the CRM and email automation engine behind enterprise B2B lead nurturing, from segmentation to sales hand off.
- Ran systematic A/B testing and reporting. Continuous improvement as a process, not a quarterly slide.
- Enforced GDPR and CCPA compliance while sending volume grew.

Insart, Inc. · Data Analyst · CRM Marketing & Demand Generation

08/2019 – 08/2021

B2B · FinTech and software engineering, Miami FL (remote)

- Market and competitor analysis, qualitative interviews and data mining as the basis for budget allocation.
- Data backed ABM and demand generation, including LinkedIn outbound.
- Built the reporting layer everyone else argued from.

Infinitum Foundation · Google Ads (volunteer)

06/2022 – present

Non profit, Warsaw, Poland

- Rebuilt paid search from zero and lifted donation revenue by 25%, on volunteer time.

EDUCATION

V. N. Karazin National University · B.Sc. Business Informatics

2018 – 2021

CERTIFICATIONS

SAP Certified Associate Implementation Consultant, SAP Emarsys (SAP Engage) | Dymatrix CDP Certified | CXL Certified Optimizer | CXL Statistics for A/B Testing | CXL Copywriting & Product Messaging | Deliverability & Email Security Global Cyber Alliance | HubSpot Email Marketing | Google Analytics Individual Qualification

LANGUAGES

German C1 | English C1 | Ukrainian native | Russian native | Polish B2

HOW I ACTUALLY WORK

- **I automate my own job first.** The best thing I shipped last year removed work instead of adding it.
- **AI agents are colleagues, not demos.** Local models, MCP servers, multi agent workflows on real client builds, not weekend experiments.
- **I would rather be wrong on a Tuesday than confident on a Friday.** Certified in A/B testing statistics so I can tell a real result from a chart that looks nice.
- **Most email problems are data problems wearing a template costume.** Fix the measurement layer and half the creative debate disappears.
- **I repair what other people throw out.** 3D printer, soldering iron, and the same refusal to accept "it is broken" that I bring to a 2,000 line legacy template.