

Rauf Bakhshiev

Digital Marketing Expert

Next Wave Awards 2026
08/06/2026



Key Professional Achievements

- **Zoon.ru:** Generated 1,200+ qualified leads/month across multiple industries, exceeding market benchmarks by 3x
- Promoted to Head of Performance Marketing; led a team of 15 specialists and reduced payroll expenses by 60%
- **LeeBrand:** Led 90+ marketing projects across healthcare, beauty, automotive, education, and e-commerce
- Achieved +32.7% conversion growth and -38.4% CAC reduction, outperforming standard industry benchmarks



International Projects & Business Impact

- **Wonder Family (USA):** Generated 15,088 qualified leads and secured 603 target consultations
- Attracted 14 B2B partners with deal values starting at \$89,000, contributing to \$1.58M gross revenue
- Successfully launched 21 new products, strengthening market presence and customer engagement
- **Skintensive LLC:** Scaled sales from ~1,000 units/month to 6,120–8,130 units/month during peak periods

The logo for Wonder Family, featuring the words "WONDER" and "FAMILY" in a bold, black, sans-serif font, stacked vertically. The text is centered within a solid teal square.

**WONDER
FAMILY**

The logo for Skintensive, featuring the word "Skintensive" in a purple, rounded, sans-serif font. The text is enclosed within a thin purple rounded rectangular border.

Skintensive

Media Publications & Expert Commentary

Featured Media Publications

Pravda.ru - <https://www.pravda.ru/economics/2210127-medicina-marketing/>

Rossiyskaya Gazeta - <https://rg.ru/2025/05/15/reg-szfo/strategiia-rosta.html>

Express Gazeta - <https://www.eg.ru/society/4870592-digital-revolyuciya-s-raufom-bahshievym-034-12/>

Scientific Publications & Research Contributions

Young Scientist - <https://moluch.ru/archive/546/119578/>

Vestnik Nauki - <https://www.вестник-науки.рф/article/19415>

Universum: Economics & Law - <https://7universum.com/ru/economy/archive/item/19114>

SEOnews - <https://www.seonews.ru/analytics/marketingovye-voronki-v-e-commerce-kak-omnikanalnost-menyaet-povedenie-pokupateley/>

TAdviser - <https://www.tadviser.ru/a/872660>

Enigma Scientific Journal - <https://enigma-sci.ru/wp-content/uploads/2026/04/%D0%9D%D0%B0%D1%83%D1%87%D0%BD%D0%BE-%D0%BF%D1%80%D0%B0%D0%BA%D1%82%D0%B8%D1%87%D0%B5%D1%81%D0%BA%D0%B8%D0%B9-%D0%B6%D1%83%D1%80%D0%BD%D0%B0%D0%BB-%D0%AD%D0%BD%D0%B8%D0%B3%D0%BC%D0%B0-%D0%92%D1%8B%D0%BF%D1%83%D1%81%D0%BA-%E2%84%9691-%D0%9C%D0%B0%D1%80%D1%82-2026.-.pdf>

Professional Recognition & Industry Contribution

- Selected as a jury member for **E+ Awards 2025** through a nomination-based and screened selection process
- Evaluated marketing cases from leading brands across healthcare, FMCG, retail, IT, banking, and education
- Published professional and scientific materials related to digital marketing and performance strategy
- Recognized for measurable results consistently exceeding industry benchmarks by 2-5x



Vision & Industry Impact

- Developed scalable performance marketing systems focused on sustainable growth and operational efficiency
- Integrated analytics, conversion optimization, unit economics, and customer acquisition into unified growth models
- Demonstrated how performance marketing can evolve into a strategic business growth ecosystem
- Focused on long-term scalability, international expansion, and innovation in demand generation methodologies