

Aliya Churakova
Customer & Revenue Operations Leader

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Berlin, Germany (no visa required)

Summary:

CS & Revenue Operations leader who built client success functions from zero at Meta, TikTok, and Google partners — growing teams to 20, owning €2M ARR with 80–85% retention across MENA, CIS, and Europe. In the absence of a COO, led revenue planning across marketing, sales, and CS — with joint accountability for gross margin and business performance alongside CEO and CFO.

Key skills

Client Success Leadership · Revenue & Retention Ownership (NPS, CRR, CLV, ARPU) · Team Building & Talent Development · Business Development & Upsell Strategy · Process Optimisation · Digital Marketing Strategy · Stakeholder & Partner Management · Platforms (Intercom, Pipedrive, Monday, Metabase, Notion, Slack)

PROFESSIONAL EXPERIENCE

Evido (March 2024 – March 2026)

Yerevan, Armenia

Meta, Tiktok and Google tech and creative partner, 60+ employees

Head of Client Success

- Served as a core member of the C-level team, contributing to company-wide strategy and growth planning alongside CEO and senior leadership
- Managed commercial and operational KPIs with ownership over revenue, gross margin, and business performance
- Built and scaled the Client Success function from the ground up, including CS managers, support, and onboarding teams — growing the department to **20** people
- Owned €2M ARR client portfolio across MENA and CIS markets, achieving 85% CRR
- Launched business analytics infrastructure to track and optimise core KPIs: revenue, gross margin, CLV, ARPU
- Owned customer expansion strategy and pipeline, driving 80% of incremental revenue through growth of existing accounts
- Developed 3 strategic partnerships to accelerate product adoption and market expansion
- Collaborated with product teams to influence roadmap based on client feedback and retention data

Aitarget

Meta, Tiktok and Google tech and creative partner, 100+ employees

Yerevan, Armenia

Client Success team lead (Sept 2019 – Mar 2024)

- Doubled gross profit margin within 8 months by redesigning the business development strategy and restructuring team workflows
- Built the CS & BD team from scratch — hired and developed 6 managers, implementing new grading systems, educational frameworks, and performance assessment processes
- Reduced client onboarding time by 40% through process mapping and internal workflow optimisation (BPMN 2.0)
- Owned KPIs across a portfolio of 50 enterprise accounts, maintaining 80%+ retention rate

Client success manager (middle/senior) (Oct 2018 – Aug 2019)

- Managed and grew a portfolio of key accounts, improving LTV and CRR through strategic upselling of technology solutions
- Led technology and creative product launches with enterprise clients across Meta and Google ecosystems
- Acted as digital media strategy consultant for clients, driving measurable campaign performance improvements

Team4 Consulting (Oct 2017 – Sept 2018)

Moscow, Russia

C-level teams assessment, HR consulting, 10+ employees

Account Manager

LPP S.A. (Sept 2016 – Sept 2017)

Moscow, Russia

Polish apparel retail, 10000+ employees

Business Analyst

EDUCATION

Moscow State University (2010 - 2015) International relations	Moscow, Russia
Humboldt University (Oct 2014 - March 2015) International relations <i>Scholarship for student exchange program</i>	Berlin, Germany
Institute of Practical Psychology and Psychoanalysis (2019 - 2022) Counselling Psychology and Psychodynamic Psychotherapy	Moscow, Russia

Languages

- English - C1
- German - B2
- Russian - native