

## Experience

### 05/2012 - currently – **IWPRO21 corp., cofounder / President**

- Envisioned, created and executed [www.ticketshuttle.com](http://www.ticketshuttle.com) (in closed beta)
- UI/UX for various platforms in development stage
- Run the operations and development of IWPRO21
- Created marketing programs and development for [www.opentracklist.com](http://www.opentracklist.com)

### 12/2008 - 03/2011 – **Green Peas Kids, founder / CEO**

- Created and launched a children eco-friendly clothing line
- Accomplished moving Green Peas Kids from a start-up stage to an operating stage
- Led R&D team and secured and supervised the production line in Los Angeles, CA with a major manufacturer
- Planned and guided marketing processes, including customer acquisition and retention campaigns; initiated and supervised social media marketing  
Designed and controlled the website and the website content
- Ensured sales and product visibility

### 04/2007 - 10/2008 – **Igigi, operations manager**

- Worked closely with CEO on strategic business development
- Managed IGIGI operations and marketing departments
- Set up marketing processes, including customer acquisition and retention campaigns, affiliate marketing, QA testing, SEM, social media marketing
- Overhauled IGIGI PR and Marcom; outsourced and monitored a number of media programs, achieved higher ROI and reduced costs to marketing department
- Accelerated the company's growth collaborating with the CEO on development and implementation of financial strategies

### 04/2005 – 04/2007 – **Igigi, marketing manager**

- Developed marketing strategies and implemented marketing programs
- Expanded customer database to it's first 100M with almost zero budget
- Worked with UI and creative team to improve the home page, landing pages, product pages, newsletters and other marketing communications
- Communicated company's vision and assessed the CEO and the Head Fashion Designer on defining and building brand identity
- Completed and evaluated statistics and marketing research
- Supervised national grassroots campaigns
- Managed IGIGI graphic design department and photography

### 06/2004 – 04/2005 – **Igigi, graphic designer**

- Conceptualized and implemented website design
- Created and supervised the implementation of email campaigns
- Supervised collateral material design and copywriting for internal and external communication

### 02/2004 – 06/2004 – **Igigi, fashion photographer**

- Planned brand and catalog photo shoots
- Organized and coordinated photo shoot and post production team

## Education

### 2004 - 2006 – **UC Berkley Extension; California, USA**

Marketing courses with emphasis on Brand Management; Statistics; Web development

### 2000 - 2004 – **IEFC (Institute of Photographic Studies of Catalonia); Barcelona, Spain**

BA in Photography

Concentrations in fashion photography, advertising photography and Photoshop

1997 - 2004 – **UAB (Autonomous University of Barcelona); Barcelona, Spain**  
BA in English Philology

#### Courses

2013 Startup Engineering, Coursera

2013 Introduction to Thermodynamics: Transferring Energy from Here to There, Coursera

2013 A Look at Nuclear Science and Technology, Coursera

#### Mentorship / Advisory Boards

2013 – **The Greatest Pitch (Boston)**

On the Advisory Board

2013 – **Syfto Inc (San Francisco)**

On the Advisory Board

2013 – **Startup Weekend (Barcelona)**

Mentor

#### Languages

English (native), Spanish (native), Russian (native), Catalan (good), French (basic)

#### Links

Blog [www.mashakubyschina.com](http://www.mashakubyschina.com)

Linkedin [es.linkedin.com/pub/masha-kubyschina-salvado/8/391/a0b/](https://es.linkedin.com/pub/masha-kubyschina-salvado/8/391/a0b/)

Twitter @MashaKubyschina