

LĪGA NESENERGA

SENIOR MARKETING & BUSINESS LEADER

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PROFILE

Marketing and business leader with 15 years across agencies, private healthcare, FMCG and retail. I have run two agencies with P&L and people responsibility, led Nordic and Baltic client work, and since 2024 worked directly with private healthcare businesses. I am at my best when marketing has a clear business problem to solve, whether that means returning a company to profit, rebuilding demand or creating a new source of revenue.

SELECTED IMPACT

-€132K → profit Havas PBT, 2016 - 2018	+76% Gilis first consultations, 2023 - 2025	+36.5% Gilis surgical operations, 2023 - 2025
-€84K → -€6K Not Perfect PBT, 2022 - 2023	2nd Baltic group leadership assessment	+28% Havas revenue growth, 2017 - 2018

PROFESSIONAL EXPERIENCE

Independent Marketing Consultant

Private healthcare & health-related businesses | Feb 2026 - Present

- Work independently with [Dr. Jānis Ģīlis Private Clinic](#), [MyClinic Riga](#) and [Ensō](#), advising owners and medical experts directly.
- Lead marketing across strategy, budgets, acquisition, content, websites and external partners.
- At My Clinic Riga, cut cost per first consultation from €163.71 to €76.92 from May to August while media spend fell 25% and first consultations rose 60%; rebuilt conversion tracking and search efficiency.
- For Ensō, helped build a new health, beauty and longevity platform from the ground up, from the business and brand proposition to its event format, expert model and launch.

Chief Marketing & Communications Officer

[Dr. Med. Jānis Ģīlis Private Clinic of Plastic Surgery](#) | Feb 2024 - Feb 2026

- Rebuilt marketing around patient choice, doctor reputation and clinic capacity rather than channel activity; first consultations rose from 680 to 1,199 (+76%) and surgical operations from 543 to 741 (+36.5%) between 2023 and 2025.
- Built a separate marketing strategy for each of the clinic's three surgeons rather than marketing them as one interchangeable offer. First consultations for the two younger surgeons grew from 375 to 760 combined from 2023 to 2025.
- Introduced patient research and monthly reviews connecting marketing demand with consultation and operating capacity. Shifted the media mix toward video, search, SEO, influencers and long-form expert content.
- Led the clinic's marketing function, working directly with the managing director and medical team and managing external specialists across creative, production, web, SEO and media.

Managing Director

[Not Perfect Riga](#) | Oct 2020 - Oct 2023

- Joined as Client Service Director and was promoted to Managing Director within roughly two months; led a 21-person creative agency with substantial pan-Baltic and Nordic client delivery.
- Restructured the business after the loss of a decade-long anchor account representing about 70% of revenue; by 2023 client income had recovered ~11% year on year and the annual loss narrowed from ~€84K to ~€6K.
- Built a new social media business around something the agency was already good at: high-quality creative production. Hired a dedicated social project manager and used specialist freelance support; won work across [Akropole](#), [Pergalē](#), [LMT](#) and [Xiaomi](#).
- Added new business including [ELVI](#) and [PATA](#) and expanded work with [Swedbank](#). Led the agency through its strongest LADC/Adwards year: 13 awards including 1 Grand Prix, 3 Gold, 5 Silver and 4 Bronze, placing Not Perfect Riga 2nd overall.
- Led complex multi-market work in English across the Baltics and Nordics, including campaign production and localization for [Danone](#) across seven Nordic/Baltic markets.

Parental Leave

May 2019 - Sep 2020

CEO

[Havas Riga, Havas Group](#) | Jul 2016 - Apr 2019

- Took over a loss-making agency in 2016 with responsibility for the P&L, team, clients and day-to-day business, reporting monthly to the group's principal shareholder in Tallinn, Estonia.
- Reduced the cost base, reorganised the team and exited unprofitable client relationships. PBT moved from -€132K in 2016 to break even in 2017 and +€44K in 2018; revenue grew 28% in 2018.
- Worked with the Havas media CEO and group strategist on major pitches, combining media data, strategy and creative into one client proposition. Wins and client work included [Dansukker](#), [River Breeze](#), [Elemental](#) and Swedbank.
- Repositioned the group's PR capability toward social media and took it under my responsibility as a new growth area.

- Ranked 2nd among approximately 12 Baltic company leaders in an anonymous employee assessment covering leadership, clients, innovation, collaboration and motivation.

Account Manager → Client Services Manager

IDEA Riga / EuroRSCG Riga | Dec 2011 - Jul 2016

- Progressed from Account Manager to Client Services Manager, managing long-term clients and some of the agency's most operationally demanding retail and FMCG accounts.
- Managed always-on accounts including [Prisma](#) and [Drogas](#) across TV, radio, catalogues, POS, packaging, promotions, production and logistics, alongside Danone localisation work across multiple markets.

CORE CAPABILITIES

P&L & budget ownership | Commercial & marketing strategy | Brand & reputation Customer / patient acquisition | Business restructuring | New business & client growth | Team leadership | Nordic & Baltic multi-market marketing | Agency & supplier leadership

EDUCATION, LANGUAGES & MOBILITY

BSc Business Management (Business Psychology), RISEBA, 2007 - 2010

Latvian - Native | English - Fluent / business level | Russian - Intermediate | Danish – Beginner, studying

Relocating to Greater Copenhagen.