

Alex Tarashkevich

Location: Vilnius, Lithuania (Open to relocation)

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SUMMARY

Data-driven Product Manager with 5+ years of managing software products experience, specializing in monetization, retention, and growth strategies. Proven ability to launch products, increase engagement (+31%), and drive revenue growth (+40%) using A/B testing, live operations, and user analytics.

PROFESSIONAL EXPERIENCE

Product Manager | Finespace (Mighty Match 3D, Street Conquest, Boomf, Portray AI)

Vilnius, Lithuania | Feb 2022 - Present

- Launched a subscription model using SQL & Firebase analytics, driving a 40% ARPU increase and contributing 70% of total in-app revenue.
- Optimized level design through A/B testing, increasing Retention (D7) by 28% and improving LTV by 13%.
- Increased average session time by 34% by creating new gameplay mechanics and running LiveOps events, leading to a 25% boost in daily active users (DAU).
- Developed and executed GTM strategies, including market research and competitive analysis, resulting in a 15% ARPDAU increase.
- Collaborated with stakeholders, including executives and marketing teams, to define KPIs and prioritize features, increasing install rate by 17% and achieving 15k+ DAU within 6 months.
- Led customer support relations and feature updates based on the feedback resulting in 4.8 average rating in Google Play and AppStore.

Project Manager | Webspace (VIDSIG, Mickey Trading, theYou)

Minsk, Belarus | Jul 2021 – Feb 2022

- Directed cross-functional teams of 30+ engineers and designers, successfully launching 7 MVP products within 8 months.
- Achieved 90% on-time delivery for 5+ projects by implementing Scrum tools.
- Achieved average budget savings of \$300K annually by optimizing work processes using Agile.

Project Manager | Attico

Minsk, Belarus | Nov 2019 – Jun 2021

- Reduced post-launch bugs by 20% by managing end-to-end testing workflows.
- Transferred the management system from Trello to Jira, increasing team efficiency by 35%.
- Created budget for 3 projects, including risk and communication plans to ensure on-budget delivery

Frontend Developer | Borovoy Studio (Kia Website development)

Minsk, Belarus | Apr 2019 – Nov 2019

- Developed and implemented a responsive design for the Kia website, increasing mobile traffic by 25%.
- Optimized website performance, reducing load time by 30% and increasing user engagement by 20%.

Salesperson | Southwestern Advantage

Washington, USA | Jun - Sept 2016

- Achieved recognition as a Top First-Year Sales Student, ranking in the top 60 out of 1,800 students.

SKILLS AND LANGUAGES

Product Management: Product Strategy, Product Lifecycle Management (PDLC), Roadmapping, Product Requirement Documentation (PRD), MVP Development, Stakeholder management, A/B Testing, Market Research, User Research, Data analysis, KPI Tracking, Agile/Scrum, UI/UX.

Tools: SQL, Google Analytics, Tableau, Firebase, Excel/Sheets, Jira/Confluence, Figma, Hubspot, GitHub.

Languages: English (C1), Russian (C2), Czech (C1).

EDUCATION

Czech Technical University in Prague

Bachelor's in Software Engineering (3 years completed, 2015–2018)