

Alex Tarashkevich

Location: Vilnius, Lithuania (Open to remote roles in US time zones) · **Phone:** +370-696-52-699 ·

Email: alexandertarashkevich@gmail.com

LinkedIn: www.linkedin.com/in/alex-tarashkevich

SUMMARY

Data-driven Product Manager with 5+ years of experience (3+ in Product Management), specializing in monetization, retention, and growth strategies. Over **2 years** of hands-on experience in crypto, including on-chain activity on Solana, DeFi analytics with DefiLlama, NFT marketplaces, L1-L2 blockchains, and engagement with multiple dApps.

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.
- Initiated implementation of DevOps practices, reducing release cycle times by 30%.

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

Product Management: Agile/Scrum, MVP Development, Roadmapping, A/B Testing, KPI Tracking, Market Analysis, Product Requirement Documentation, Product Strategy, Product Lifecycle Management.

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

EDUCATION

Czech Technical University in Prague

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