**Alex Tarashkevich**

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### 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)*