# DMITRIY DENISENKO

## PRODUCT | PROJECT MANAGER

## CONTACTS

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## SKILLS

- **Strategic thinking — product vision, prioritization of tasks** under time and resource constraints, **focus on the needs of an ever-changing market** with an emphasis on UX/UI and CX
- **Data-driven approach to decision making —** working with **DBMS** (PostgreSQL, MySQL, SQLAlchemy, Redash, Superset), **Python data analysis** (Pandas, NumPy, Seaborn, Matplotlib, Plotly, SciPy, Statsmodels, Scikit), **specification of A/B-tests and analysis of their results**
- **Managing the full product lifecycle according to AGILE — Discovery** (RnD, in-depth CustDev interviews, building behavioral user profiles based on data) and **Delivery** (creating accessible PRD / CJM / UseCases / UserStories, organizing work according to SCRUM and Kanban principles, constant communication with all related teams - from analytics and development to marketing and PR, operational monitoring of task statuses)
- **Business thinking —** deep understanding of **unit economics**, calculation of complex **financial business cases**, selection and testing of optimal monetization models, work with **ecosystem products**, constant **monitoring of product and financial metrics**
- **Technical literacy —** understanding the principles of **full-stack WEB-development and testing** (Django, Flask, Alembic, Git, Docker, Nginx, Pytest, Unittest, HTML, CSS, Bootstrap, JSON, React, DevOps basics, etc.), **API design** (REST API, SOAP, ReDoc, Swagger, FastAPI, Telegram API, etc.), **advanced MS Office** (Excel, Word, PowerPoint)

## LANGUAGES

- **Russian —** Native
- **English —** B2 First Certificate in English (FCE)
- **Deutsch —** A2 Goethe Zertifikat

## EDUCATION

**Higher School of Economics,** major in Economics, minor in Fundamentals of applied programming      2022 - 2026
**Current GPA:** 8.35 / 10

**Karpov.Courses**, "SQL"      2024

**Yandex Practicum academy**, "Python-developer. Extended stack"      2023 - 2024

## WORKING EXPERIENCE

### SberBank (SberMobile) | Business Development Directorate (B2B) | Telecom Market Product Group (B2C)      2025 - PRESENT

Product | Project Manager

- Implementation and launch of the flexible Referral program in partnership with SberSpasibo
- A complete redesign of the SIM-getting CJM through a landing page and a mobile application — the introduction of an AI-agent to select a tariff plan based on user needs together with the Sber GigaChat team
- Development of a new B2B-landing page with the integration of artificial intelligence to improve the user experience of corporate clients
- Reworking the logic of the tariff constructor in the B2C-segment
- Formation and defense of the B2B development strategy 2025-2027 in front of the headquarter
- Conducting joint marketing initiatives to promote the SberPrime subscription in the B2C-segment within the ecosystem of Sber
- Conducting a large-scale competitive analysis of the russian and international markets for IoT / AIIoT / M2M-solutions
- Optimization of internal processes in the company — implementation and rollout of Kanban to control task statuses for all B2B projects, automation of the news collection process for WeeklyReport via Google API and AI

### Yango.Delivery (Yandex) | Economics&Efficiency Team      2024 - 2025

Project Manager | Analyst

- Development and testing of competitive analysis strategies
- Work with local teams, establish effective processes of interaction with the central office
- Search for new investment opportunities and potential B2B-partnerships
- Improving the efficiency of the marketplace through the cost-cutting initiatives
- Identification of problems and preparation of detailed analytics on key metrics — CR, CDR, SH, MPH, DPH, etc.
- Analysis of financial indicators of the marketplace - GMV, SUB/GMV, NI, GB, etc.
- Development and testing of algorithms for effective polygonal division of urban areas and districts depending on the density of orders
- Design and support of algorithms for calculating cost-efficient subsidies and discounts

## ACHIEVEMENTS

- 1st place at the Case Championship from Frank RG & HSE
- 2nd place at the Case Championship from the Association of Retail Investors (ARI) & National Research University HSE
- 3rd place at the GumCup Case Championship of Alfa-Bank