

Irina Hengst

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Product Manager

Dynamic, data-driven product management professional with over 13 years' of diverse, global expertise spanning project management, website development, and public relations.

Keen collaborator and cross-functional communicator with proven success delivering projects of varied scope and scale. Excellent knowledge of the product development lifecycle with exceptional skills in product strategy/roadmap development, data analysis, product design, testing, and event planning. Adept at leveraging influential ability and negotiation skill to not only secure agreements but also establish strong relationships with key stakeholders, vendors, and internal/external teams.

Areas of Expertise

- Product Management Lifecycle
- Team Leadership & Training
- Product Design & Testing
- Strategic Planning & Negotiation
- Budgeting & Forecasting
- Website Development
- Stakeholder & Vendor Relations
- Market Trend Analysis & Research
- Data Analysis & Reporting

Accomplishments

- Led product placement of newspaper *Arguments and Facts* into popular TV shows on Russian TV-channels, including *First, Russia* and *Ren TV*.
- Recommended implementation of interactive technology playground on Fabernovel Shanghai Talks in addition to locating exhibits, setting up exhibition space, and leading negotiations on terms of contracts.
- Demonstrated initiative by building website for ease of access to online recipes.
- Increased newspaper citation for *Arguments and Facts* by 28% which resulted in newspaper obtaining lead position in top-15 periodicals according to citation increase in 2014.
- Leveraged social media as tool to attract more participants and recruits during tenure as Project Manager at of International PSA Festival Городская Среда.
- Created new curriculums after further analysis of similar courses in International Fashion and Costume History.

Career Experience

Product Manager/ Website Developer, hungry-vegetarian.com, Cleveland, OH

2021 – Present

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Define project vision and set website goals. Develop user profile and product roadmap. Utilize Trello to create product backlog. Brainstorm and implement website visuals and logo. Design product prototype and lead product launch. Write website code in HTML, CSS, Vue JS, and JavaScript. Oversee website responsiveness across multiple devices. Identify and troubleshoot issues. Analyze data and insights to implement website changes where necessary. Produce website collateral and publish content.

- Developed website from scratch, including website imagery and content.
- Obtained over 1000 views within one-month post-launch.
- Received site interaction/engagement from users located across 11 countries.
- Generated over 1756 page views within three months.
- Increased social media presence and organic search rate.
- Developed personal website, benjaminhengst.com.

Public Relations Manager, Phinnie, Shanghai, CN

2018 – 2019

Developed company narrative in coordination with sales department. Drafted event calendar for future usage and drove end-to-end management of each event, including project planning, scriptwriting, requisite management, vendor coordination, design management, and practice. Collaborated with graphic designer on event collateral. Assessed event progress and outcome. Partook in conflict management meetings.

- Secured 100% of student contracts for following year.
- Drove 20% increase in students by end of tenure.
- Strategically allocated minimal budget to effectively execute events.
- Generated inbound marketing plan detailing creation of special events for current and future students.
- Developed two websites, ipenzina.com and storybook.style.

Project Manager, FABERNOVEL Shanghai Talks, FABERNOVEL Asia, Shanghai, CN

2017

Managed coordination of logistics and negotiations with various vendors. Created content for website and cooperated with designers and branding personnel on event planning. Designed interactive tech-playground comprising use of VR headsets, Microsoft HoloLens, and various other devices. Facilitated activities between internal and external teams. Recruited personnel and reviewed attendees. Corresponded with industry professionals from high-end fashion companies across China.

- Liaised with multiple industry professionals, including speakers from Alibaba, Microsoft, Jing Digital, Parkflu, and Fabernovel.
- Recruited over 100 guests from top-tier companies in addition to sourcing small and large sponsors.

Additional Experience

Program Developer/Lecturer, Mod 'Art Institute affiliate with Shanghai University, Shanghai, CN, 2019 – 2021

English Teacher of Native Mandarin Speakers, Shanghai Oriental Ladder Bilingual School, Shanghai, CN, 2015 – 2017

Public Relations Manager, Argumenty and Factly Ltd., Moscow, RU, 2013 – 2014
Public Relations Manager, Stream Television Company Ltd., Moscow, RU, 2011 – 2013
Public Relations Manager, BGK LLCs (TV- channels: Ocean TV, Galaxy), Moscow, 2011
Leading Specialist of the Department of print media, Ministry of Communications and Mass Media of the Republic Bashkortostan, Ufa, RU, 2011
Leading Specialist of the Information and Analytical Department, Ufa City Municipal District Administration of Bashkortostan Republic, Ufa, RU, 2010 – 2011
Project Manager of International PSA Festival Городская Среда (Urban Environment), Image Consult LLCs, Ufa, RU, 2009 -2010

Education

Coding Bootcamp: Ruby, JavaScript, SQL

Le Wagon, Shanghai, CN

Harvard cs50 Computer Science Online Course (C, Python, JavaScript, SQL)

Harvard University, Online

Fashion & Luxury Events Management

Conde Nast Center of Fashion & Design, Shanghai, CN

Master of Science in Public Relations

Ufa State Petroleum Technological University, Ufa, RU

Certifications

Google Project Management: Professional Certificate, Online course (Waterfall, Agile), 01/2022

Certificate in Teaching English to Speakers of Other Languages, Level 4, 150 hours, 2015

Languages

English, Fluent

Russian, Native

Bashkir, Native

Mandarin, HSK3

Technical Proficiencies

HTML5, CSS, JavaScript ES6, Trello, Asana, Figma, Google Analytics, Adobe Photoshop, Microsoft Office