

# OLENA KRYVOVIAZ

## PRODUCT MANAGER

### CONTACT

- + 380936032007
- e.m.krivovyz@gmail.com
- Kyiv, Ukraine
- [Linkedin](#)
- [Portfolio](#)

### SKILLS&COMPETENCES

- Product Strategy & Vision
- Roadmap Development (Jira, Trello, Monday.com, Notion)
- Market Analysis
- User Acquisition & Retention
- Data Analysis (SQL, Tableau, MixPanel, Amplitude, GA4, Hotjar)
- A/B Testing
- Wireframing (Figma, Photoshop, Miro, Canva)

### LANGUAGES

- [English \(C1\)](#)

### CERTIFICATES

04/2025  
Product Analytics  
robot\_dreams

11/2024  
Product Manager  
Udemy

12/2023  
[Google Analytics \(renewal\)](#)  
Google



### PROFILE

With 10+ years in marketing and 3+ years in product management, I specialize in product launch and growth, customer journey optimization, and aligning teams to deliver results across multiple products.

Data-driven – Problem solver – Cross-functional collaborator



### WORK EXPERIENCE

#### REALTY BUNDLES 2022 - PRESENT

##### Group Product Manager

In 2022, I switched to product management, still leading marketing activities.

Directed the creation and iterative improvement of three products across Israeli and European markets: web+app. 10 people under management.

Responsibilities: gather requirements (stakeholders, research, interviews, data) → form a hypothesis/product idea → wireframe, work on UI/UX with designers → manage MVP development → validate (A/B tests, interviews) → analyze results → manage full rollout → iterate.

#### REALTY BUNDLES 2018-2022

##### Head of Marketing

Started in 2018 as a content manager, I was promoted at the end of 2019 to Head of Marketing. At that moment, the company pivoted toward the Israeli market.

I developed brand positioning and user acquisition strategies from the ground up, led multiple successful crowdfunding campaigns, and built and managed a team.

#### Ukrainian and Israeli companies 2013-2018

##### Marketing Experience

I began my career as an SMM Manager at a marketing agency (2014–2016) and worked as a Marketing Consultant for a biotech company (2013–2017). In 2017, I gained experience as a Content Manager at an Israeli trading company. In 2018, I served as a Marketing Manager at a Ukrainian government relations consulting firm.



### EDUCATION

#### Master of Marketing 2008-2013

##### National Aviation University, Ukraine