





Product Manager

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ready to move

Experience

LLC LitRes | B2C service for reading books by subscription www.mybook.ru

PRODUCT MANAGER

June 2020 – August 2022

- Led integration team using Agile to develop, working with external and internal stakeholders and customers
- Launched 8 integrations with acquiring and new marketplaces, with an increase in the share of users by more than 10% of the total audience
- Prioritized product roadmap with developers, synchronized the launch dates with integrations partners
- Launch of payment services for subscriptions and gifts for users
- Adapted the desktop product to launch in a new market in Estonia
- Responsible on built a user story for new user with AB testing, control conversion and retention through Google analytics

Gett | B2B Ground Transportation Management platform and marketplace www.gett.com

PRODUCT MANAGER

May 2018 – June 2020

- Launched a financial platform with a user interface and API for all Gett taxi companies in Russia
- Created and ICE prioritization product roadmaps, tested hypotheses for product strategy
- Scaled the product from 100 to more than 2000 B2B users
- Product refactoring to information security standards
- Building an internal analytics system to create a best user experience

Gett

September 2016 – May 2018

PROJECT MANAGER

- Launched the MVP web platform for drivers with the subsequent creation of a new product
- Adaptation of the driver application for the Russian market
- Soft Launched new fiches for the driver app
- Conducted custdev with more than 100 users

Gett

October 2015 – March 2016

ADAPTATION SPECIALIST

- Launched the process of transferring driver data to the system and grow converting them on their first ride to 17%

Skills

Agile, Custdev, ICE, SWOT, RoadMap, MVP, ARPPU, ROI, WEB/iOS/Android, A/B tests, Mentoring

Tools

SQL, Google Analytics, Power BI, Amplitude, Confluence, Figma, Miro, Notion, Slack, Jira

Languages

English
Russian

Education

Bachelor Quality Manager at "Moscow State University of Technology and Management" – June 2016
Product Mindset – May 2021