

business in phone

Bip.promo

All the tools you need on one platform:

/ CRM System / Marketing Tools / Project Activities / Showcase Site / Mobile App / Chat Bots
in Messengers / Integrations / Cloud Storage / Analytics / Loyalty Programs / Goods and
Services / Corporate Social Network

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What is Bip.promo

Bip.promo is a platform that allows you to get the most modern tools for attracting and communicating with customers in a matter of minutes, as well as manage their loyalty and tasks using the built-in CRM system.

How it works:

SIGN UP

Registration at Bjp.promo will take only five minutes. www.bjp.promo.

CONNECT TOOLS

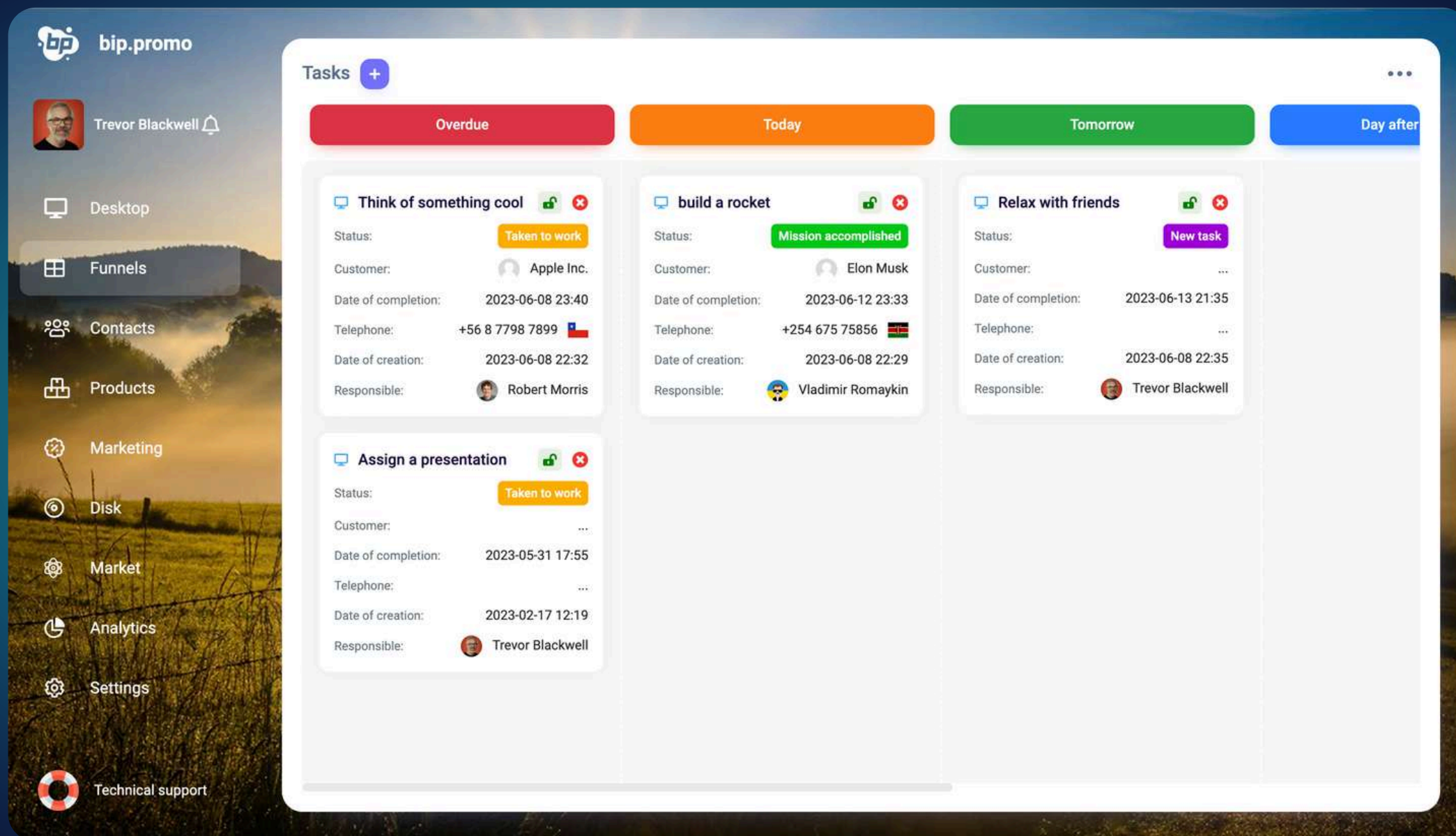
Choose the necessary marketing tools: Website, mobile applications, store in messengers and much more. Self-configuration of the system to your needs will take a minimum of time.

WORK WITH ORDERS

All your customers' orders from the ice magnets are automatically entered into the CRM system, all you have to do is process them. All modern tools for working with customers are available to you immediately and in full.

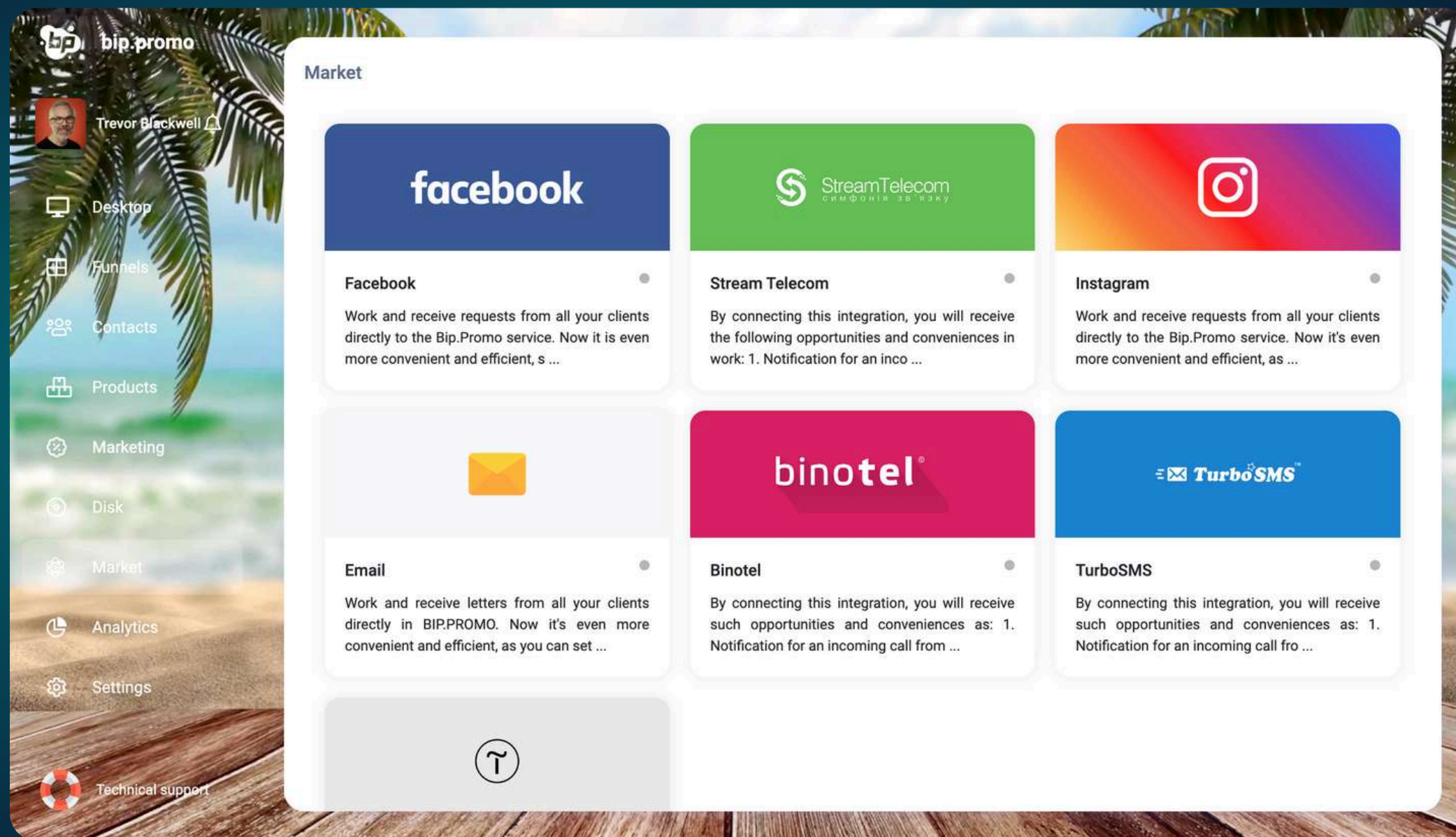
EASE

One of our main principles is maximum simplicity. Minimum buttons and extra pages, minimum clicks and maximum speed of work. You don't need a staff of integrators and endless waiting for the system to be configured for your company. With Bip.promo, you can configure everything yourself and in the shortest possible time. Technologies are available to everyone.



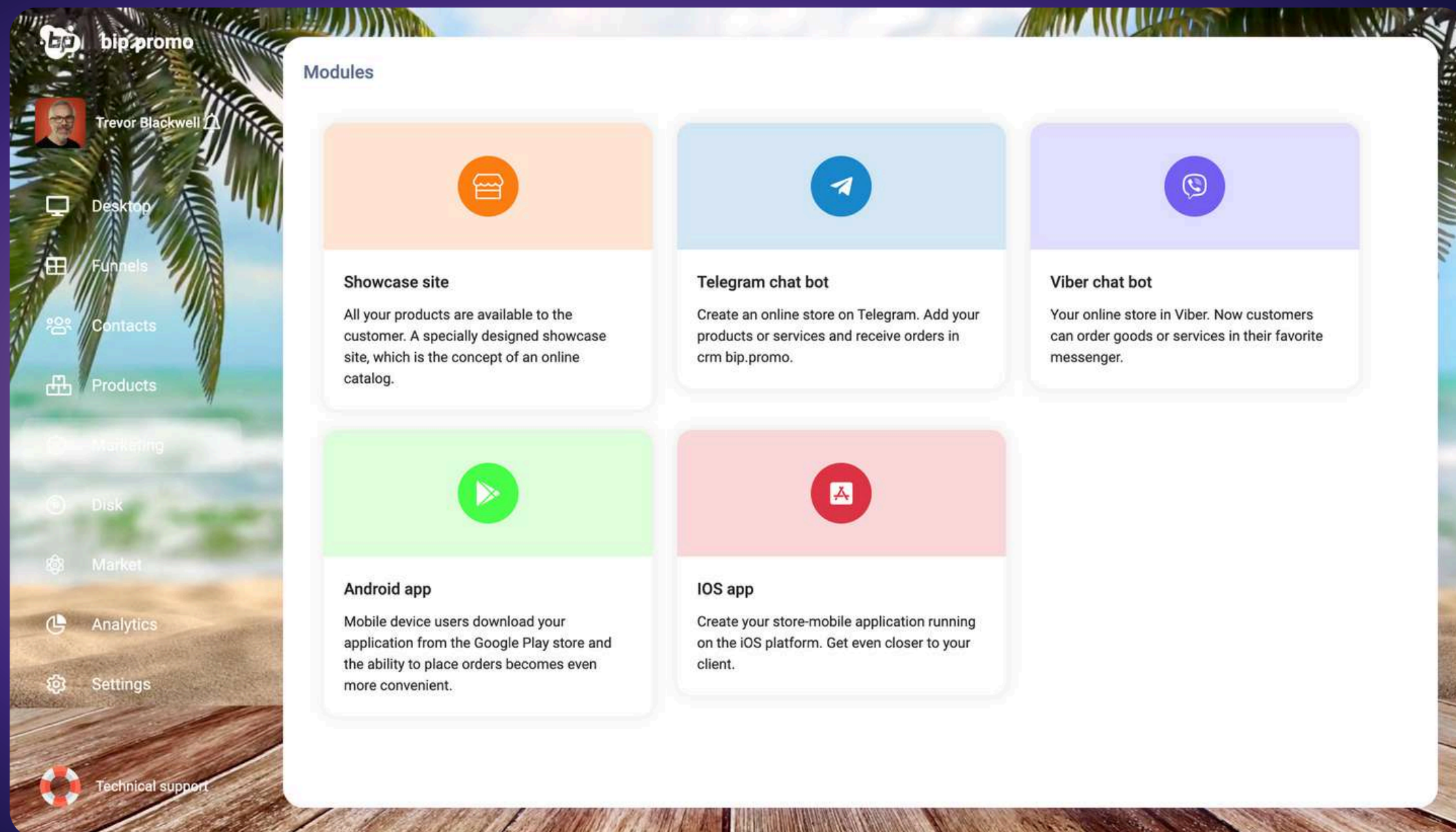
CRM Bip.promo

All orders from all sources automatically enter the CRM system, at any time you can see at what stage the deal is and who is currently dealing with it. Use the sales funnel to see all movements in transactions, set and control tasks for each deal, assign responsible parties. In addition, CRM Bip.promo will save the entire history of communication and allow you to track the status of the order for your customers.



Public API

We are constantly expanding the list of available integrations. If necessary, we can implement any connection option you need with other services in the shortest possible time.



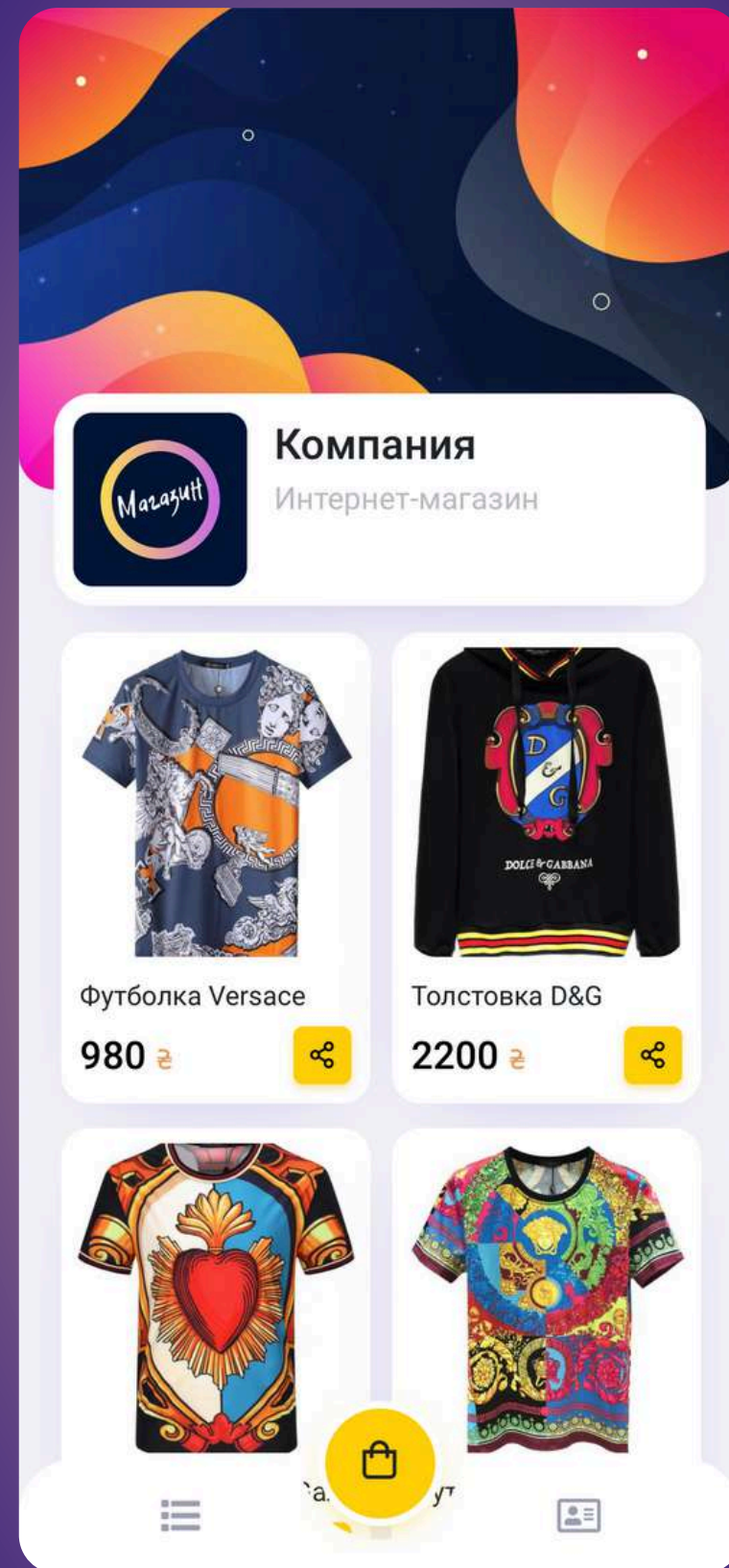
Additional modules

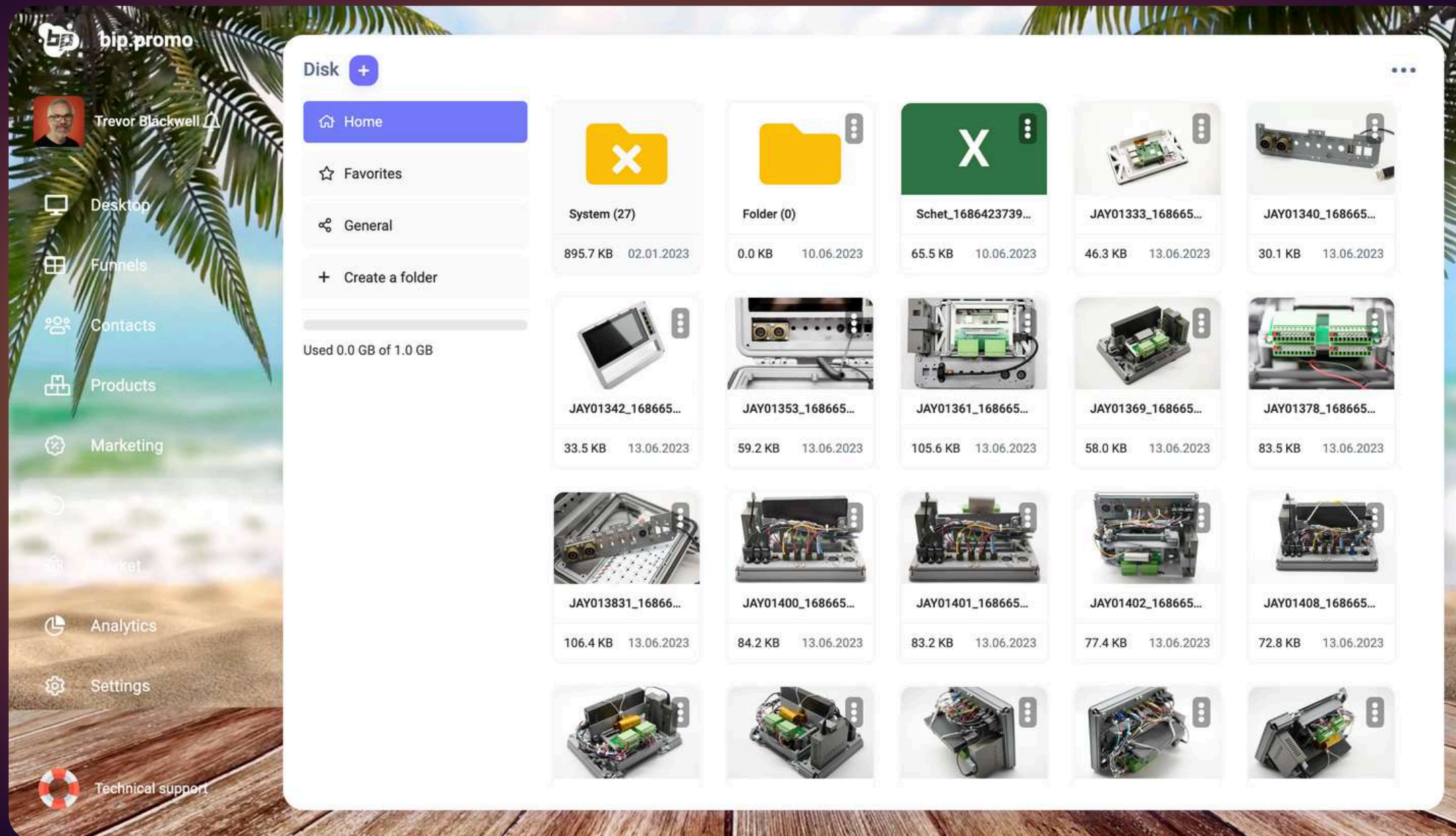
Choose the necessary marketing tools.

Website, mobile applications, store in messengers and much more.

Website, chatbot store or mobile app

All tools are created within five minutes and are already integrated
into your system. All you have to do is process new orders in a
convenient CRM system.





Bip.promo disk

Store work documents on a cloud drive inside Bip.promo. Every company has documents and files that almost all employees need to use. Bip.promo allows you to organize collective access and work on them. Edit files, discuss with colleagues. In addition to a shared drive, Bip.promo provides the possibility of a personal drive for each user.

Loyalty program

A loyalty program is a system of bonuses and rewards that encourages existing customers and allows you to retain them, develop repeat sales, and increase their loyalty level. Bip.promo makes it possible to implement both discount, accumulative and bonus models of the loyalty program. Plastic discount cards are a thing of the past: now, thanks to Bip.promo, all discounts are stored on your phone. The introduction of virtual discount cards will allow you to save money without clogging your wallet with outdated excess plastic.

Many other useful tools
For example

Document generation

This functionality allows you to quickly generate documents according to a template based on data in the crm system. Using a special editor, you can generate any documents, contracts or applications, commercial offers, business cards, etc. directly from a card in the CRM system. Generating Documents in the CRM according to a template will significantly speed up business processes in your company. Experience shows that generation not only reduces the time for creating Documents and the number of errors when filling them out, but also systematizes their storage and access to all company employees.

Technology Stack of Bip.promo

Backend

- Programming Language: PHP
- Framework: Laravel / CodeIgniter
- Database: MySQL / PostgreSQL
- Caching: Redis, Memcached
- API: REST, WebSockets
- Message Queues: RabbitMQ

Frontend

- Framework: Vue.js / jQuery
- CSS Preprocessors: SASS, LESS
- UI Components: Bootstrap, Tailwind CSS
- Module Bundler: Webpack

Mobile Clients

- Technologies: PWA (Progressive Web App), React Native
- Messenger Support: Telegram, WhatsApp, Facebook Messenger

Infrastructure & DevOps

- Server Infrastructure: AWS (EC2, S3, RDS), DigitalOcean
- CI/CD: GitHub Actions, Jenkins
- Monitoring & Logging: Grafana, Prometheus, ELK (Elasticsearch, Logstash, Kibana)

Testing & QA

- UI Testing: Selenium WebDriver, Cypress
- API Testing: Postman, Newman
- Load Testing: JMeter
- Bug Tracking: Jira, TestRail

My Role in the Bip.promo Project

Product Owner

- Defined the core features of the platform (CRM, chatbots, integrations).
- Created and managed the Product Backlog.
- Developed the roadmap and ensured alignment with business goals.
- Collected and analyzed user requirements and market trends.
- Prioritized features using MoSCoW, RICE, WSJF frameworks.

Project Manager

- Led the SCRUM/Kanban process for efficient team collaboration.
- Managed a team of 4 developers, 2 QA engineers, and 1 designer.
- Organized weekly sprints, sprint planning, and retrospectives.
- Tracked progress using Jira, Trello, and Confluence.
- Resolved project bottlenecks and ensured timely delivery.

QA Engineer

- Developed test cases, checklists, and test plans.
- Conducted Regression, Smoke, and Functional testing.
- Automated UI testing with Selenium & Cypress.
- Performed API testing with Postman & Newman.
- Used Jira & TestRail for bug tracking and test case management.

Personal Key Skills and Professional Growth

What I Developed During the Project:

- **Product Management & Strategic Planning:**

- Efficient backlog creation and prioritization
- Development of a clear roadmap and gathering requirements from stakeholders
- Analysis of market trends to adapt and refine product features

- **Project Management & Team Collaboration:**

- Organization of work using Agile methodologies (SCRUM/Kanban)
- Daily stand-ups, sprint planning, and retrospectives
- Coordination of a cross-functional team (developers, testers, designers)
- Effective risk management and resolution of blocking issues

- **Quality Assurance & Testing:**

- Development and automation of test cases
- Implementation of functional, regression, and load testing
- Utilization of quality control tools (Jira, TestRail, Selenium, Postman)

- **Leadership & Communication:**

- Conducting effective negotiations with clients and stakeholders
- Motivating the team and facilitating constructive feedback
- Continuous professional development through learning new technologies and tools

Technical Challenges and Their Solutions

• API Performance Optimization

Challenge: High response times (up to 500 ms) due to unoptimized SQL queries and lack of caching.

Solution:

- Analyze and optimize SQL queries
- Add appropriate database indexes
- Implement caching using Redis and Memcached

Result: API response time reduced to 150 ms.

• Integration with External Services

Challenge: Unstable connections with payment systems and messengers, resulting in request handling errors.

Solution:

- Develop robust REST APIs with retry mechanisms
- Configure webhook notifications for asynchronous processing
- Implement comprehensive error logging and monitoring

Result: Increased stability and a significant reduction in integration errors.

• Automation Testing

Challenge: Insufficient test coverage, leading to regression bugs.

Solution:

- Develop comprehensive test cases and checklists
- Implement UI testing with Selenium and Cypress
- Conduct API testing using Postman and Newman
- Integrate tests into the CI/CD pipeline

Result: A 40% reduction in critical bugs and faster issue detection.

• Deployment Process and Change Management

Challenge: Difficulties in updating the system and deploying new features with minimal downtime.

Solution:

- Implement CI/CD with GitHub Actions and Jenkins
- Use Git Flow for structured version management
- Automate testing at every deployment stage

Result: Reliable releases with minimal downtime and efficient change management.

Thank you for your attention!

If you have any questions or would like to discuss collaboration opportunities, feel free to reach out:

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Note: The project code is not available in a public repository for confidentiality reasons, but I can provide a private demonstration upon request.