

Zahar Zelensky

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🎓 EDUCATION

Makers Academy, *Software Engineer Bootcamp* 📄

11/2022 – 03/2023

Full-time, highly selective 12 weeks Full Stack Software Engineer Bootcamp

- Web development projects: In a team of 4-6 people created **3** dynamic web applications; Facebook & Airbnb clones(**14** days each), & the **final** 📄 project (**8** days) was built using the **MERN** stack (**deck** 📄)
- Key fundamental skills practiced & covered during individual & group projects under tight deadlines: TDD, Pair Programming, Agile, OOP, Debugging, Refactoring, Project & Time Management, Diagramming, Building MVP, Front & Backend Development
- Key skills practiced & covered: **JavaScript** (React, Node.js, Express, MongoDB, Jest), **Ruby** (Sinatra, RSpec, Cypress), **SQL** (PostgreSQL, TablePlus), HTML, CSS (Bootstrap), Test Coverage (Codecov), **Diagramming** (Figma, Excalidraw, Mermaid), **Agile** (Monday, Trello)

King's College London, *MSc Economics of Oil & Gas*

09/2014 – 09/2015

- Received a 50% tuition fee scholarship from King's College (1 of 55 out of 10,385 Masters students)

👔 PROFESSIONAL EXPERIENCE

Threecolts, *E-commerce Strategy, Operations Senior Account Manager*

03/2021 – 06/2022

Promoted to Head of Amazon Startups in 6 months for exceptional performance, (client **testimonials** 📄 & Amazon **glossary** 📄)

Managed 30+ SC & VC FBA Amazon businesses: start-ups, scaleups, & enterprises, with notable achievements & KPIs:

- **FGS Ingredients UK** 📄 : GR: 122% ROAS: 6, ACOS: 15%, TACOS: 3% | **Nulastin US** 📄 : GR: 543% ROAS: 5, ACOS: 15%, TACOS: 10%
- **Vital Baby UK** 📄 : GR: 400% ROAS: 9, ACOS: 5%, TACOS: 2% | **E70 US** 📄 : GR: 263% ROAS: 4, ACOS: 15%, TACOS: 8%
- **Jill Razor US** 📄 : GR: 200% ROAS: 5, ACOS: 15%, TACOS: 13% | **LedKoning FR** 📄 : GR: 400% ROAS: 4, ACOS: 17%, TACOS: 17%
- **Kokoso UK** 📄 : GR: 100% ROAS: 4, ACOS: 15%, TACOS: 13% | **Fold Hill UK** 📄 : GR: 125% ROAS: 7, ACOS: 13%, TACOS: 10%
- **Tum Tum UK** 📄 : GR: 187% ROAS: 4, ACOS: 15%, TACOS: 13% | **Wilton London UK** 📄 : GR: 52% ROAS: 4, ACOS: 15%, TACOS: 4%
- **Ahmad Tea UK** 📄 : GR: 51% ROAS: 4, ACOS: 20%, TACOS: 18% | **Fluff Through US** 📄 : GR: 210% ROAS: 4, ACOS: 17%, TACOS: 10%
- Drove > \$2m/monthly sales with 57% YoY growth for the portfolio, managing a > \$3m annual advertising budget
- Analyzed demand and strategized for 60+ products in multiple categories
- Achieved record expansion revenue in billed hours, doubling Nulastin, FGS, and Jill's weekly hours, while securing a \$160k / month Amazon business following E70 performance
- Led end-to-end launch, strategy, and execution of 12 Amazon startups, yielding \$30k in just 2 months
- Partnered with developers to fix failing Amazon feature, integrating real-time alerts on Slack, reducing failed ad starts by 100%, and increasing response rate to ad failures by > 90%
- Optimized Amazon businesses by developing advanced client reporting dashboards, capturing > 80% additional sales & enhancing scalability

Dziro, *Founder (Reached out & pitched to > 1000 potential investors)*

04/2019 – 03/2020

Smart camera to manage food waste for B2B and B2C markets, see assets **here** 📄 & pitch deck **here** 📄

- Formed an 8-person team and achieved the following milestones:
 - Launched MVP in < 1 month, exceeding the target by 2 months
 - Achieved > 97% precision and recognition rate for > 400 food types with the smart camera
 - Named the most anticipated start-up in the Spring 2019 cohort at the ABC Accelerator, Slovenia
 - Founders Factory established a new sector in their accelerator program after my pitch, please see **here** 📄
 - Named a top finalist in the Creatella startup pitch **competition** 📄 from > 2000 companies

Clearmatics (Fnality International spin off), *Product Development Manager*

10/2018 – 03/2019

UBS & VC-backed blockchain platform for the peer-to-peer exchange of tokenized cash value between members

- Developed products for top banks & central banks' consortium at the C-level
- Coordinated a \$63.2m Series A investment round from 16 member banks
- Onboarded 3 new member banks, bringing the total number of institutional participants to 23
- Gained member banks' strong support for economic and financial incentives distribution among platform participants
- Collaborated on MVP launch of P, PvP & DvP payment products with 12 blockchain engineers
- Aligned product roadmap with members' objectives via product-specific documentation & collaboration with engineers
- Identified cost-saving opportunity of up to 16x in legacy payment networks through strategic analysis

GSA Capital, *Equity Research Analyst (1+ year contract)*

04/2017 – 07/2018

London-based top quant hedge fund

Identified > 90% of buy opportunity stocks through equity valuation and risk analysis
Supported traders with successful trading ideas worth over US\$5m
Analyzed US, Asian & European stocks data and provided BUY/SELL/HOLD trading recommendations

DealGlobe, *M&A Analyst Intern*

04/2016 – 02/2017

Sino-European M&A boutique for buy & sell-side advisory

- Worked on the following UK-based transactions:
 - US\$1.4bn AppLovin marketing company
 - US\$300m Southampton football club
 - US\$30m IpGroup company

UBS, *Investment Analyst (2 months contract)*

11/2015 – 12/2015

- Generated £5m+ trading recommendations for in-house traders
- Analysed stocks with > \$200M in annual sales, used CAPM for equity position entry and exit points

🎯 INTERESTS

Judo: 3 times British Judo Council National Champion & won multiple first places in other local tournaments

Finance: Correctly predicted the 2020 global financial crash in December 2019, please see source **here** 📄

Reading: favorite genres: self-development, investment, history, novel, and psychology. The last book I read: *The Bitcoin Standart*