

Derevyagin Alexander, Product Manager

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Summery

I have been building B2B and B2C SaaS products as a consumer-facing **Product Manager for over 5 years**, and have 5 years experience in marketing. Most recently, **I developed and launched a no-code UI builder that helped to generate \$228,571** for our client and a **Chatbot Platform generating \$85,714 in revenue**. I am a highly organized team-player focused on UX and data-driven approach.

Yandex, Senior Product Manager

2022 – Present

Tech company valued at \$17.3B with 25K employees. Operates Russia's largest search engine, rivaling Google

Oversaw a SaaS CRM with 8 engineers, from [market research](#) and [user interviews](#) to deployment for 3K customers, aiming to boost Weekly Active Users (WAU), retention of CRM and revenue uplift for clients.

- Launched a no-code UI builder to create personal interfaces, resulting in a 9% increase in WAU.
- Streamlined client transfer processes by rebuilding the data model and UI, generating \$228,571 yearly.
- Transitioned from Waterfall to Scrum, achieving a 30% boost in task deadline predictability.

Mail, Product Manager

2021 – 2022

Tech company valued at \$6B with 7K employees. Operates Russia's largest social media platform, rivaling Meta

Developed and launched a no-code Chatbot Platform with a team of 30 engineers. Collaborated closely with the design team to optimize UX and UI, thereby increasing Onboarding Speed and chatbot Creation Efficiency.

- Developed a Chatbot Platform which resulted in the sale of 16 chatbots, generating \$85,714 in revenue.
- Increased revenue by \$28,571 through upselling marketing services to existing clients.

Social Discovery Group, Product Manager

2017 – 2020

One of the largest dating companies valued at \$28.7M, with 50M+ users and 800 employees

Recruited as Head of CRM Marketing in 2017, promoted to Product Manager of CRM in 2019. Led a marketing team with 2 managers and a team of 3 engineers to grow Revenue and LTV.

- Launched a Web-Push channel, resulting in a 5% revenue growth.
- Integrated a recommendation system into emails, generating \$6,000 in the first week.

Previous work experience

2014 – 2017

- Email marketer (project) at United-Traders.eu, 2017
- Email marketer at Spadream, 2016 – 2017
- Marketing manager at Like BZ, 2015 – 2016
- SMM manager at Vinigret, 2014 – 2015

Skills

- SQL, HTML, Postman, BI
- Figma, Miro, Adobe
- Google Analytics/Trends
- Jira, Trello, Slack
- Salesforce, Asana
- Market/Competitor research
- Data Analysis, Strategic planning, A/B
- UX, UI, CJM
- Leadership, negotiation
- Agile, SCRUM, Kanban