

# Artem Aliev

Product Manager

in alievin

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## SUMMARY

Results-driven Product Manager with hands-on experience in IT Cloud Services (PaaS & SaaS) product development and user engagement. Focused on improving key metrics including Retention, MAU, and Churn Rate while enhancing overall user satisfaction. Additional expertise in marketing, strategic & research consulting.

## EXPERIENCE

### 1C Company

Moscow, Russia

Product & Marketing Manager

October 2023 - Present (1 year 11 months)

- Managed product roadmap and backlog, prioritizing features based on client needs and business goals.
- Collaborated with clients to gather feedback and implement improvements, provided consultations on key client projects.
- Presented at industry conferences on product monetization strategies, attracting new partners.
- Developed analytics and marketing strategies for 1C:Enterprise.Element Technology, increasing user activity.
- Created dashboards for user activity analysis, improving retention by 85% in public beta.

### Department of Special Projects at the State Corporation

Moscow, Russia

Strategy Research Analyst

April 2023 - August 2023 (5 months)

- Developed development strategies for the agro-industry and energy sectors of a Russian region.
- Collaborated on the creation of ML models from scratch to predict economic performance up to 2035, contributing to data analysis, task formulation, and interpretation of results.
- Conducted media and regulatory monitoring on topics related to sustainable economic development.

### BIC Group (ex. Roland Berger)

Moscow, Russia

Strategy Consultant / Analyst

November 2022 - February 2023 (4 months)

- Optimized business processes, reducing costs through reduction of the workforce by 4% without loss of productivity.
- Developed hypotheses for process reengineering, reducing task completion time by 12%.

### Nielsen Media

Moscow, Russia

Marketing Effectiveness Junior Consultant

October 2021 - September 2022 (1 year)

- Analyzed ROI of advertising campaigns, optimizing budgets and increasing effectiveness by 7% under baseline sales.
- Engaged in building regression models to forecast sales and improve marketing strategy planning.
- Collaborated with international teams and clients in English, presenting findings and recommendations to stakeholders.

### Sanofi

Moscow, Russia

HR Compensation & Benefits Intern

April 2021 - July 2021 (4 months)

- Analyzed compensation and benefits data, creating dashboards in Excel.
- Participated in tenders with insurance companies, optimizing VHI costs.

## SKILLS

- Product Management:** Product Discovery & User Research, A/B Testing & Experimentation, Data-Driven Product Development, Agile Project Management, Stakeholder Collaboration & Communication.
- Product Analytics:** Metrics Definition & Analysis (ROI, Effectiveness et al.), Business Process Design & Optimization.
- Tools:** Excel, Word, PowerPoint, 1C:Analytics, 1C:Enterprise.Element, Jira, Confluence, Visio, Nielsen Answers.

## EDUCATION

### Moscow Institute of Physics and Technology

Moscow, Russia

M.S.; Phystech School of AMCS; Business Informatics (GPA: 4.4/5.0)

2023 - 2025

### Moscow Institute of Physics and Technology

Moscow, Russia

B.S.; Phystech School of ASTECH; System Analysis and Management (GPA: 4.2/5.0)

2019 - 2023

### The Russian Presidential Academy of National Economy and Public Administration

Moscow, Russia

Incomplete B.S.; Institute of EMIT; Economics (GPA: 4.0/5.0)

2019 - 2022

## UNIVERSITY TEAM PROJECTS

- Developed own app for Sprint progress reports on 1C:Enterprise.Element Technology.
- Worked on speech recognition TG Bot for music track search using Python.