Contact

Moscow, Leningradskiy Avenue, 36
+79645856317 (Mobile)
alievae0410@gmail.com

www.linkedin.com/in/alievlin
(LinkedIn)

Top Skills

Excel (VBA/Pivot)
Data Processing
Marketing Analytics

Artem Aliev

Product Manager
Moscow, Moscow City, Russia

Summary

Product Manager with a strong technical and analytical background. Specialized in complex B2B and PaaS products. Skilled at translating business requirements into technical specifications and identifying growth opportunities through metrics. Passionate about streamlining processes and making data-driven decisions rather than relying on intuition.

Experience

1C Company
Platform Product Manager
October 2023 - Present (2 years 4 months)
Moscow, Russia

- Managed the backlog and roadmap for a B2B2C PaaS (1.2M+ MAU): restructured task prioritization based on impact analysis, focusing the team on high-impact features.
- Led the Discovery track: conducted 50+ in-depth interviews, identified B2B client migration issues, and designed/released the "Web-to-Mobile App Converter."
- Established the Delivery process: decomposed Epics into User Stories and facilitated grooming/planning sessions, ensuring a consistent release rhythm.
- Implemented automated feedback collection (in-app surveys), allowing for user segmentation and reducing the hypothesis validation cycle.
- Launched a "Showcase" of completed projects as a tool to activate new partners and clients.

Achievements:
- Increased Month-2 Retention by 11 p.p. for the developer base by eliminating key churn drivers identified through churn and complaint analysis.
- Boosted landing page registration conversion by 30-35% by restructuring the layout and refining the value proposition.
- Secured 18 strategic partners following the presentation of a new monetization model at industry conferences.

- Supported exponential growth of the developer base (to 20K+) and end users (to 1.2M+) by optimizing product bottlenecks based on technical metric monitoring.

Department of Special Projects at the State Corporation (Family Office)
Strategic Analyst
April 2023 - August 2023 (5 months)
Moscow, Russia

- Conducted market and macro-trend analysis (PESTEL) to formulate and validate strategic industry development hypotheses.
- Developed predictive demand models (Time Series, Correlation Analysis) using Python, ensuring a data-driven approach to planning.
- Built a market analytics system: automated the monitoring of the information landscape and regulatory changes for rapid strategy adjustments.
- Managed the full lifecycle of two consulting projects: from gathering requirements to presenting final solutions to stakeholders.

Achievements:
- Improved forecast model accuracy by 20% through variable refactoring and data cleaning in Python.
- Successfully defended the development strategy before key stakeholders (government bodies), resulting in project approval for implementation.
- Implemented a unified metric system for evaluating regional development, which became the basis for management decision-making.

BIC Group
Strategy Consultant (Project-based)
November 2022 - February 2023 (4 months)
Moscow, Russia

- Conducted audit and research of current business processes: identified bottlenecks and growth opportunities through AS-IS state analysis.
- Executed quantitative research: developed methodology and conducted surveys across 5 departments to gather labor cost data.
- Performed benchmarking: compared internal productivity metrics against market best practices to justify target KPIs.
- Modeled target TO-BE business processes to minimize operational expenses (OPEX).

Achievements:

- Implemented an operational KPI monitoring system, enabling leadership to make decisions that reduced OPEX by 4% within 3 months.
- Optimized workflows, reducing Time-to-Result for typical tasks by 12%.
- Developed and validated a resource efficiency assessment model that formed the basis of a new motivation system.

Nielsen
Junior Marketing Consultant
October 2021 - September 2022 (1 year)
Moscow, Russia

- Analyzed ROI for 4 marketing campaigns in the FMCG sector to identify optimal customer acquisition channels.
- Developed A/B testing methodology for advertising creatives to validate product hypotheses.
- Presented analysis results and marketing strategy recommendations to international clients in English.

Achievements:
- Increased marketing budget efficiency by 5-8% by optimizing acquisition channels based on ROI analysis results.
- Ensured successful collaboration with 3 international teams and 5 foreign clients, developing strong cross-cultural communication skills.

Sanofi
Compensation & Benefits Specialist (Internship)
April 2021 - July 2021 (4 months)
Moscow, Russia

- Conducted tenders with 7 insurance companies to optimize Voluntary Health Insurance (VHI) costs.
- Processed large datasets on compensation and benefits for 1,500+ employees.
- Created dashboards to visualize compensation and benefits data.
- Translated presentations and business correspondence into English.

Achievements:
- Optimized VHI costs by 20% through a competitive selection process among 7 insurance providers.
- Improved C&B reporting accuracy by analyzing data for 1,500+ employees using Excel.

Education

Moscow Institute of Physics and Technology (State University) (MIPT)
Master's degree, Business Informatics · (2023 - 2025)

Moscow Institute of Physics and Technology (State University) (MIPT)
Bachelor's degree, System Analysis & Management · (2019 - 2023)

The Russian Presidential Academy of National Economy and Public Administration (RANEPA)
Incomplete Bachelor's degree, Economics · (2019 - 2022)