

Contact

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Top Skills

Product Management
Product Marketing
Strategic Planning

Artem Aliev

Product Manager
Moscow, Moscow City, Russia

Summary

Product Manager with a strong analytical background and 4+ years of experience in IT, strategy, and marketing. I specialize in developing data-driven products and optimizing customer experience through research, metrics, and experimentation.

Experience

1C Company
Product & Marketing Manager
October 2023 - Present (2 years 3 months)
Moscow, Russia

- Defined product development priorities for a PaaS platform with 1.5M+ users based on Retention, Churn and MAU metrics.
- Implemented a targeted feedback collection system with automated user segmentation.
- Conducted 50+ customer discovery interviews with clients and partners to identify pain points.
- Designed and launched a high-converting landing page through several development iterations.

Achievements:

- Increased Retention by 85% through data-driven feedback analysis.
- Boosted website conversion by 30-35% and lead generation by 45%.
- Presented monetization strategy at three conferences, attracting 15 new partners.
- Grew user base to 1.5M+ via continuous metric monitoring and optimization.

Department of Special Projects at the State Corporation (Family Office)

Strategy Research Analyst
April 2023 - August 2023 (5 months)
Moscow, Russia

- Conducted research on economics, geopolitics and technology trends.

- Developed a demand forecasting strategy to 2035 using data-driven methods.
- Monitored more than ten sustainability-related topics across media and regulatory sources.
- Managed two strategic planning projects end-to-end.

Achievements:

- Improved forecast accuracy by 20% through refined correlation modeling.
- Authored a regional development strategy adopted by government agencies.
- Built an integrated monitoring system used for regional strategy formulation.

BIC Group

Strategy Consultant

November 2022 - February 2023 (4 months)

Moscow, Russia

- Optimized business processes to reduce operational costs.
- Built a workload evaluation system for five departments.
- Designed surveys and business process models to assess labor intensity.

Achievements:

- Launched a KPI monitoring system that reduced operational costs by 4% in three months.
- Reduced task completion time by 12% through process optimization.
- Created an end-to-end performance evaluation framework.

Nielsen

Junior Consultant

October 2021 - September 2022 (1 year)

Moscow, Russia

- Analyzed ROI of four FMCG marketing campaigns to identify optimal acquisition channels.
- Developed an A/B testing methodology for creative and product hypothesis validation.
- Presented analytical insights and recommendations to international clients in English.

Achievements:

- Improved marketing ROI efficiency by 5-8% through optimized channel allocation.

- Collaborated with three international teams and five global clients, enhancing cross-cultural communication skills.

Sanofi

HR Compensation & Benefits Intern

April 2021 - July 2021 (4 months)

Moscow, Russia

- Conducted tenders with seven insurance providers to optimize healthcare expenses.
- Analyzed Big Data on compensation and benefits for more than 1,500 employees.
- Created dashboards and visual reports for management.
- Translated business correspondence and presentations into English.

Achievements:

- Reduced healthcare program costs by 20% through competitive vendor selection.
- Increased reporting accuracy for compensation and benefits analysis.

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)