

# E-COMMERCE SPECIALIST

## MAKSIM SHMELEV

Preferred Locations: Bordeaux, Paris, European Union (Remote: UTC +1, Paris Time)

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### Education

Sep '2025 – Jul '2027 France, Bordeaux	<b>Higher School of Marketing, KEDGE BUSINESS SCHOOL</b> Master of Science, Marketing (Brand & Product management) Relevant courses: <i>Google Analytics, Marketing decision making in a circular economy, Data analytics and AI, Financial performance</i>
July '2024	<b>Professional Training course, Yandex Practicum</b> Marketplace Manager (256 hours practice) Relevant courses: <i>Data analysis, Marketplace management, E-commerce basics, Business communication</i>
Juin '2024	<b>Professional Certificate, Google</b> Digital Marketing & E-commerce Relevant courses: <i>Marketing analytics, E-commerce management, Online advertising</i>
Sep '2021 – July '2025 Russia, Moscow	<b>Higher School of Management, Plekhanov Russian University of Economics</b> Bachelor of Science, Economics and Management (English-taught) Relevant courses: <i>Marketing, Statistics, Econometrics, Organizational management, Product design, Business analysis, Data analytics</i>

### Professional Experience

Feb '2025 – Aug '2025	<b>Fuh!, Startup Degree program – Product Manager</b> <ul style="list-style-type: none"><li>Co-launched a subscription-based mental health startup, working on go-to-market, branding, and product strategy.</li><li>Analyzed user behavior, engagement, and retention throughout the subscription launch to identify growth and UX issues.</li><li>Drove product improvements by translating early user feedback and performance data into actionable changes.</li></ul>
Oct '2024 – Feb '2025	<b>Socialist LLC, – E-commerce Intern</b> <ul style="list-style-type: none"><li>Built media plans and performance briefs for Vivienne Sabo, Air Tokyo, and Surf Coffee, supporting campaign planning and budget allocation across channels.</li><li>Increased orders by 21% on Wildberries by optimizing SEO keyword; helped to manage end-to-end product publication (content upload, updates, compliance) for clients.</li><li>Improved advertising efficiency by optimizing marketplace ads (bids/budgets/targeting) and creating banners + product cards; additionally delivered analytics for J&amp;J (pharmacy category) and pricing support for D.Som through competitor benchmarking.</li></ul>
Jun '2023 – Jun '2024	<b>PRUE, Member of a team analyzing innovation management with AI – Researcher</b> <ul style="list-style-type: none"><li>Gathered and cleaned datasets (using industry data) for training and validating analytical research models.</li><li>Analysed datasets to comply with the set requirements, compared ML behaviour and changed setting to fulfil set goals.</li></ul>

### Honors & Scholarships

June '2025	KEDGE Merit Scholarship (University Level).
July '2024	Startup Grant of \$10,000 from the Government Innovation Fund (5 <sup>th</sup> wave, National Level: Accepted).
Sep '2024	Full study scholarship, Plekhanov Russian University of Economics (University level).

### Projects

Aug '2025	<b>Ridekit.fr (In progress) – Founder</b> <ul style="list-style-type: none"><li>Created a website for beginners in skiing and snowboarding, develop logic behind the project</li><li>Created interactive selective option which leads to affiliate links</li></ul>
Feb '2024	<b>Mental AI-Assistant Startup – Founding member</b> <ul style="list-style-type: none"><li>Took part in founding an AI-based Mental Health assistant Startup.</li><li>Led financial modeling, budget allocation, and IT development for the startup.</li></ul>
Oct '2023	<b>Clothing brand – Founder</b> <ul style="list-style-type: none"><li>Created a website, design and platform for selling ready-made clothing (mostly T-shirts)</li><li>Took part in advertisement and first video promo creation</li><li>Found manufacturers, contacted and set up the logistics</li></ul>

### Personal Characteristics

**Skill:** Marketplace ads (bids/budgets/targeting); KPI analytics (CTR/CVR/ROAS/ACoS); Pricing & competitor benchmarking, GA4 experience; Excel (Advanced), Time management, Problem solving, good team communication.

**Language:** Russian (Native proficiency), English (C1, IELTS 7.5), French (A2).

**Interest:** Brand creation, Coding, Gym (Lifting).