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Languages

English
IELTS 7.5

French
A2

Computer skills

Excel, Office, Powerpoint

In my privious job in E-commerce I worked with huge Data in Excel and created statistics based on it in Powerpoint

DaVinci Resolve, Figma, Photoshop

I have experience in Photoshop, Figma, Premier Pro and DaVinci Resolve, which in the different stages helped me in my job

ChatGPT, Grok, Gemini and etc.

I have been young adopter of AI, when it just came out
And now it helps me throughout many life aspects

Skills

Detailed planning
In all of my previous experiences, I had to work with either Google Calendar, Notion, or Teams to create minute-to-minute plans for my projects and workdays.

Analysis
Whether it involves collecting statistics, analyzing the output of a new product , evaluating the results of price changes, or tracking recent world trends, I will have the necessary experience.

Social networks

in @maksim-shmelev

Maksim SHMELEV

E-commerce Intern

Intern with experience in Marketing & E-commerce. Most experience in working with data, analysing the perfomance of campaigns, their optimisation and customer experience

Education

Management in organizations

Plekhanov Russian University of Economics, Moscow, MS, Russia
From September 2021 to August 2025

The entire 4 years were **taught** to me in English, advancing my level further
In my Bachelor I was able to learn how to use most of **the Office** needed software
-Financial, Management, Marketing skills
-Took part in the entrepreneurship program

Brand&Product Management

KEDGE BUSINESS SCHOOL, Bordeaux Since September 2025

Although I just started my Master in Marketing, I already learned a few skills:
– Public speaking
– Digital marketing
– Financial perfomance
– Analysis of customer behavior patterns

Work experience

E-commerce Intern

Socialist, Moscow, MS, Russia From October 2024 to February 2025

This company operates in producing advertising campaigns for companies on marketplaces.
I took part in:
– Analyzed and collected product data; prepared weekly performance reports
– Monitored customer engagement and conversion across the sales funnel
– Analyzed customer feedback and reviews to assess satisfaction and identify improvement areas
– Helped publish new products and create advertising campaigns
– Managed pricing levels for product selection based on performance metrics and competitors

Product manager

Fuh!, Moscow, MS, Russia From February 2025 to August 2025

I took part in launching the subscription-based psychological service startup Fuh!, where I took part in:
– Planning of advertisement
– Brand book creation
– Development of the productp, analyse of perfomance and user's problems
– Collecting and reviewing early user feedback after beta test
– Analyzing user engagement and retention during the subscription launch
– Working with the team to improve the product and custamize based on each customer wants

Additional education

Moscow Certificate of Completion of the "Marketplace Manager" Professional Training Course

Yandex Practicum, Moscow July 2024

256 hours course where I learned to
-Analyse marketplace data
-E-commerce basics
-Media planning and advertising management

Google Digital Marketing & E-commerce

Google, Moscow, MS, Russia June 2024

-Learned the basics of Marketing before going for Internship
-Digital marketing